**Creative Enterprise Centre – pre-planning consultation**

This report summarises the consultation undertaken to inform the submission of a planning application for the various components of the Creative Enterprise Centre. The first section details the various communication methods utilised to promote the exhibition, whilst the second provides a summary of the issues raised.

Communication Methods

Letters were hand delivered to local residents around Barfield Close (Appendix A (i)) and Matleys Yard (Appendix Aii)) informing them of time and local of the exhibition.

An email was issued to all artists with a known interest in the project, including the existing tenants of Matleys Yard (Appendix B).

An article was placed in Parish Connect and Arts News, the week before the exhibition commenced to promote the project further afield.

Local ward representatives and County Councillors were specifically advised of the exhibition and an item was also included in the Democratic Services Unit weekly bulletin.

A poster was prepared and placed in the Tourist Information Centre, as well as being fixed to the gates of the Old Goods Shed site, Barfield Close (Appendix C).

The Creative Enterprise Centre web pages were updated and included a link to the exhibition on line <https://winchester.citizenspace.com/policy/creative-enterprise/start_preview?token=b5c116e21b87208543844d643dcba73280777ae3>

Exhibition Details

Exhibition times = Fri 11 March 3pm to 7pm

Sat 12 March 10am – 1pm

Winchester City Council staff were available at all times to answer queries and explain the project.

An online survey via citizen space was created with a deadline March 21, and ‘calling’ cards were printed and handed out to those attending the exhibition with details of the website and how to respond, together with the dedicated email address for follow up/specific queries [creativecentre@winchester.gov.uk](mailto:creativecentre@winchester.gov.uk)

Provision was made during the exhibition for those visiting to complete the online survey, or to complete a paper version. In addition, a record of those artists interested in occupying workspace in the Old Goods Shed was compiled.

Feedback

11 March = 57

12 March = 51

Total = 108

Website visits (Google analytics) : 1 Feb – 21 March 348 page views.

Social media ‘hits’ Facebook event – 1,382 reach, 12 likes and 2 shares

Facebook follow up post 117 reach

Twitter – 5 tweets, 27 click through to website link

33 responses on Citizen space

The following table summaries the key issues raised and includes the Council’s response:

| **Project element** | **Summary of comments** | **WCC response** |
| --- | --- | --- |
| All | Planning application details not available | The purpose of this exhibition was to inform local residents and interested parties about the project and to provide an opportunity for comments in advance of submission of a planning application. It is now intended that a planning application will be submitted by end April 2016. |
| Old Goods Shed | Support the regeneration of this part of Winchester | Welcome support |
| Old Goods Shed | Concern that if the premises are managed by a private company the rents will increase substantially and will not be affordable by those starting with their business. | This project will provide new facilities not currently available in Winchester and therefore rents will be set to reflect the market and facilities provided. |
| Old Goods Shed | Concern that there is no provision for noisy craft, kilns or machinery. This was shown on the original draft of the plans. Initially told that every effort was being made to retain all elements of the Yard studios however this is now not the case. | The proposals at present do not include provision for ‘heavy’ machinery. The plans have however, in response to comments received been amended to include a workshop area on the first floor. Consideration of the need for equipment such as a kiln will be assessed on its own merits and if feasible could be incorporated. |
| Old Goods Shed | Support inclusion of a lift | Support noted |
| Old Goods Shed | Should include shared space for use by festival organisers | The project includes an area of double height space which would be available to hire for such purposes. |
| Old Goods Shed | - The new plans show the building will not have facilities for three dimensional works, ceramics, sculpting, welding.  - Also concerned about how affordable it will be for artists.  - The plan shows a lot of office space, yet Winchester is already lacking of real creative space so when Matleys Yard is closed there will be none. This doesn’t create a diverse creative hub.  -The plans at the exhibition did not show how the building would look internally.  -The windows of the building should be refurbished not rebuilt as this is a historical landmark.  -There is a need for a workshop/communal space somewhere in the building and this was not mentioned in the plans. | See above response.  See above response  The project covers the range of uses that fall within the ‘creative industries’ definition, which can vary from arts, media, to all forms of design, therefore providing for a diverse mix of occupiers  Draft floorplans were on show at the exhibition.  The proposal will preserve the original features where possible, providing this is cost and energy effective.  A communal space is provided and this was shown on the plans, in response to feedback an additional workshop area has now been incorporated. |
| Old Goods Shed | Opportunity should be taken to improve access to the city centre and re-route traffic via Barfield Close and not Chesil Street. Also improve signage in the locality | This matter is outside the scope of this project.  Agree that signage should be improved particularly to direct/inform of the existence of the Creative Enterprise Centre. |
| New Performing Arts Block | is a great idea  music/recoding studio needs to be available to others who could benefit from this facility – artists who use sound with their work. | It is the intention that the music/recording facilities provided as part of the scheme will be available to hire. |
| New Performing Arts block | Concern that there are already many other performance spaces around Winchester. This building would be more appropriate for artists workshops | This project is directly responding to the findings of the [Workspace Demand Study](http://www.winchester.gov.uk/business/economic-development/) published in 2013 which identified a lack of suitable premises/floor space for the Creative industries in Winchester. |
| New Performing Arts block | Concern that the height of the building will not be appropriate for artists as it should be double height – to accommodate a trapeze rig  Also lack of details as to the materials to be used for the building | The building has been designed to offer flexible space to address a wide range of interests, it is not possible to provide bespoke facilities for very specialised activities.  The plans at the exhibition gave an indication of the materials to be used for the external appearance of the building. These will be confirmed with the planning application to be submitted in the near future. |
| Street Care depot | Need to improve blank wall adj to creative space. | It is not the intention for this elevation to be amended at this stage, but this matter is noted and there could be an opportunity in the future for this to be addressed. |
| Matleys Yard | Buildings are more attractive in their existing state, rather than one large block. | The new facilities will replace existing structures which have reached the end of their life. |
| Matleys Yard | Need clarity as to what is meant by ‘light engineering’ – residential property lies in close proximity to the building and noise/smells could be an issue | Uses on the site will be restricted to class ‘B1’ which acknowledges the proximity of existing residential properties. Activities will therefore need to conform to this planning category and occupiers will be managed through the lease retained by the Council. |
| Matleys Yard | Buildings will appear overly industrial in a residential area – need to reconsider cladding proposed.  Lack of windows so not suitable for business use. | See above responses |
| Matley’s Yard | - Could the Council consider reducing the height of the units and consider other roof options that aid height reduction?  - Could the Council consider moving the building a few feet away from the houses to provide rear access to the gardens and parking spaces to Nos 17- 23 Wharf Hill adjacent to their gardens?  - The current building forms the back wall to gardens of Nos 17-23a Wharf Hill. Once demolished will the Council bear the costs for rebuilding new fences for the house?  - Once the existing buildings have been demolished would the Council entertain the possibility of selling parcels of land to each of the houses backing Matley’s Yard and move their storage plans to another part of Hampshire? | The height and orientation of the roof of the replacement building has been designed to reduce impact on the neighbouring residential properties.  The building has been positioned to allow for pedestrian access to the adjacent properties, but there is insufficient space to create vehicular access.  The proposals will include the provision of a new boundary to those properties in Wharf Hill directly affected by the proposals.  This project is part of the Council’s wider asset management plan to utilise its existing land holdings more effectively. There is no intention to move the required storage facilities to another location. |
| Matley’s Yard | Concern that as the new building will be three times higher than the current building, residents of Wharf Hill will lose a lot of sunlight in their gardens.  The plans were dull and boring and should be redone to improve the appearance of the building. | The new building has the same ridge height as the existing but the roof orientation has been changed to reduce the impact on neighbouring properties.  The use of the building for light industrial purposes limits the design options available. |
| Matley’s yard | Concern over the loss of natural light in the surrounding area could the council reconsider the height of the buildings. | See above response. |
| Matley’s yard | This proposal should not increase traffic to the site, as there is are many cyclists and walkers in the area, access not suitable for large lorries. | By removing the existing artist activities from the site should reduce the amount of vehicular traffic accessing the site. |
| Matley’s yard | Do not understand why the Council is retaining this prime site for storage. | As referred to above, this project is part of the Council’s wider asset management plan to utilise its existing land holdings more effectively. The site is close to WCC offices and offers an opportunity for its storage to be conveniently located in one property, rather than dispersed. This project also provides for the opportunity to provide remedial works to Rack Hill cliff face, which is in need of attention. |

**Appendix A(i)**

**Letter to local residents Barfield Close**

Dear Occupier

**Creative Enterprise Centre, Barfield Close**

**Public Exhibition – Friday 11th and Saturday 12th March**

You may remember that I wrote to you before Christmas to let you know about plans for the old railway Goods Shed on Barfield Close.

Formerly occupied by TJ Waste, the building is set to become a Creative Enterprise Centre, providing a range of studio units for local artists and creative businesses. An additional, warehouse-style structure will be built at the back of the site to provide space for workshops and rehearsals by a range of performing arts organisations, students and community groups. As part of the scheme, an existing industrial building adjoining the Goods Shed would also be refurbished and extended to house the Council’s Drainage and Streetcare Team, who are currently based at the old depot on Bar End Road.

When I last wrote, I said that consultation events would be held in the new year. I am pleased to say that we are now in a position to invite you to a public exhibition from 3pm to 7pm on Friday 11th March and from 10am to 1pm on Saturday 12th March. A set of exhibition boards explaining more about the project and including the architect’s designs for the whole site will be on display at Winchester Tourist Information during these hours, and staff will be on hand to answer your questions and listen to your views. Feedback received will be taken into consideration in finalising a full planning application at the end of March. The exhibition will also include information about a related project at Wharf Hill in Winchester.

The Tourist Information Centre can be found at pavement level in Guildhall Winchester on Broadway, High Street, SO23 9GH and is fully accessible.

If you are unable to attend at these times, copies of the exhibition boards will also be available to download at [www.winchester.gov.uk/planning/major-sites/creative-enterprise-centre/](http://www.winchester.gov.uk/planning/major-sites/creative-enterprise-centre/) and there will be a short e-survey which we hope you will complete.

If you or any of your neighbours find it difficult to access to internet or have any other queries, please contact our Project Manager Jenny Nell on tel 01962 848 278 ([jnell@winchester.gov.uk](mailto:jnell@winchester.gov.uk)).

Yours faithfully

Eloise Appleby

Assistant Director (Economy & Communities)

**Appendix A(ii)**

**Letter to local residents around Wharf Hill**

Dear Occupier

**Improvements at Matley’s Yard, Wharf Hill, Winchester**

**Public Exhibition – Friday 11th and Saturday 12th March**

You may be aware that the Council owns some buildings at Matley’s Yard on Wharf Hill. Two of these are currently occupied by a collective of visual artists, and are know as The Yard Studios. The Council is committed to supporting and developing the creative industries in the Winchester District, and is currently developing a new Creative Enterprise Centre at Barfield Close. This will provide a tailor-made home for the artists from The Yard, and provides an opportunity for the Council to re-use the premises at Wharf Hill as part of a wider estate management programme.

It is proposed that the existing buildings be demolished as these are no longer in the best condition. In their place, three modern units will be constructed. Two of these will provide corporate storage for the Council, whilst the third will be available to rent for a local business.

The new units will improve the visual appearance of Matley’s Yard, and the uses proposed are not expected to generate any additional traffic movements or other disturbance.

If you would like to find out more about the plans, you are warmly invited to a public exhibition from 3pm to 7pm on Friday 11th March and from 10am to 1pm on Saturday 12th March. A set of exhibition boards explaining more about the project and including the architect’s designs for the site will be on display at Winchester Tourist Information during these hours, and staff will be on hand to answer your questions and listen to your views. Feedback received will be taken into consideration in finalising a full planning application at the end of March. At the exhibition you will also find information about a larger, related project to create a Creative Enterprise Centre at Barfield Close.

The Tourist Information Centre can be found at pavement level in Guildhall Winchester on Broadway, High Street, SO23 9GH and is fully accessible.

If you are unable to attend at these times, copies of the exhibition boards will also be available to download at [www.winchester.gov.uk/planning/major-sites/creative-enterprise-centre/](http://www.winchester.gov.uk/planning/major-sites/creative-enterprise-centre/) and there will be a short e-survey which we hope you will complete.

If you or any of your neighbours find it difficult to access to internet or have any other queries, please contact our Project Manager Jenny Nell on tel 01962 848 278 ([jnell@winchester.gov.uk](mailto:jnell@winchester.gov.uk)).

Yours faithfully

Eloise Appleby

Assistant Director (Economy & Communities)

**Appendix B**

**Email sent to all artists advising them of the exhibition**

Invitation to a public exhibition of plans for the conversion of the old Goods Shed (Bar End)

You may be interested to know that the plans for the conversion of the old Goods shed (Bar End) are progressing and we are holding pre-planning consultation. We are now in a position to invite you to a public exhibition from 3pm to 7pm on Friday 11th March and from 10am to 1pm on Saturday 12th March.  A set of exhibition boards explaining more about the project and including the architect’s designs for the whole site will be on display at Winchester Tourist Information during these hours, and staff will be on hand to answer your questions and listen to your views.  Feedback received will be taken into consideration in finalising a full planning application at the end of the month.

 The Tourist Information Centre can be found at pavement level in Guildhall Winchester on Broadway, High Street, SO23 9GH and is fully accessible.

 If you are unable to attend at these times, copies of the exhibition boards will also be available to download at [www.winchester.gov.uk/planning/major-sites/creative-enterprise-centre/](http://www.winchester.gov.uk/planning/major-sites/creative-enterprise-centre/)  and there will be a short e-survey which we hope you will complete.

If you have any other queries, please contact our Project Manager Jenny Nell on tel 01962 848 278 ([jnell@winchester.gov.uk](mailto:jnell@winchester.gov.uk)).

 Kind regards,

**Appendix C Poster**

