



4.0 Stakeholder Engagement - Summary

Stakeholder Engagement

4.1 In preparing the Framework document the consultant team have undertaken a number of meetings with landowners, developers and other stakeholders and held three stakeholder events, one for a small number of Cardinal Newman College students and two for a wider group of stakeholders. This consultation, whilst very useful, can only provide a limited snapshot of views and it will be for the consultation on the SPD to broaden the debate around the emerging strategy. Consultation responses to date are however reflected in the emerging strategy and are summarised in this section.

Cardinal Newman College Student Consultation

4.2 On 25th June 2018 a workshop was held on site with a small number of sixth form students currently attending Cardinal Newman College. The college campus is located within the boundary of the study area and as such an understanding of the current attitudes and habits from a prominent stakeholder and user group is extremely useful.

4.3 A series of activities were undertaken to identify existing features and characteristics across the area, but also to outline the future aspirations that the students feel are relevant to the area. The following points summarise key conclusions from the workshop:

- Currently lots of empty space, but nowhere to spend time away from college
- Desire for more green space
- Desire for better public realm, places to socialise, ideally park environment. Most journeys are on foot
- Create an area that feels safer and is easier to get around
- Concerns over vehicle speeds and pedestrian safety
- A view of Preston as a walkable city
- A desire for more leisure and activity facilities in the the immediate area
- A need for something that puts us 'on the map'
- A feeling that the area is not very lively and feels empty.
- A requirement for a safe, in terms of traffic and security
- Better walking links across the site and also with the Queens retail park which is used often
- Safer environment in evenings
- More things to do before 8am and after 5pm
- A desire for 'flagship' company / office space / workplace that would create a draw for returning students.
- The College seen as an island separated from the city

Stakeholder Workshop 1

4.4 The first of two stakeholder workshops was held at Cardinal Newman College on the 12th July 2018. A number of stakeholders were invited based on a list agreed with Preston City Council. The groups represented included Preston City Council (officers and Cllr Peter Moss); Lancashire County Council; UCLAN; Trafford Housing Trust; Preston Trampower; Preston Community Gateway; NHS Chorley and South Ribble; Brookhouse Group; Age Concern; Open City Group; Eric Wright Group; Cycling UK and Living Streets; and a number of individuals and interested parties and the owners of the Barnfather site on Manchester Road. 'Chatham House' rules were adopted at both stakeholder workshops so the comments recorded here are not attributable to any individual or organisation nor are they views that are necessarily shared by the whole group.

4.5 The workshop comprises of the following:

- A brief presentation from the consultant team of baseline data
- An initial discussion on 'first impressions' of the area
- A discussion in break out groups on issues and challenges followed by feedback
- A discussion in break out group on key opportunities and possible projects
- A general discussion and conclusion

First Thoughts

4.6 First thoughts include a combination of positive references to opportunity, diversity, employment and mixed use. However, the group also referred to terms such as deteriorating, rundown, fragmented, hidden, remote and unplanned.

Issues and Challenges

4.7 The discussion on issues and challenges raised a range of issues including:

- lack of visibility and a poor relationship to the city centre;
- rat running;
- lack of car parking, especially around the College;
- the need to consider health care provision for new and existing residents;
- safety and security;
- poor legibility;
- lack of good quality public realm;
- air quality;
- lack of provision for pedestrians and cyclists;
- instances of poor quality environment;
- congestion;
- low land values and low investor confidence;
- poor housing quality;
- over provision of take-aways;
- instances of anti-social behaviour.

4.8 In discussion, the group considered that whilst the area had a number of challenges it also represented an opportunity for the city.

Priorities, ideas and opportunities

4.9 Following on from the consideration of issues and challenges break out groups then considered priorities, ideas and opportunities. These discussions raised a number of matters as follows:

- better provision for cycling;
- more and better green space;
- the development of the areas identity, distinct from the city centre;
- improving health care provision and the health of the resident population;
- development of vacant sites;
- emphasising the character of the area and its historic assets
- improving the quality and quantity of housing;
- Cardinal Newman College and its potential to expand;
- improving accessibility;
- the potential of student accommodation;
- the creation of cultural assets;
- the use of lighting as part of the public realm.

4.10 The workshop concluded with a general discussion led by the consultant team as to potential components of the emerging masterplan reflecting the themes discussed.

Stakeholder Workshop 2

4.11 A second stakeholder workshop was held on the 16th October at Preston Town Hall. Along with a number of individuals and interested parties, attendees represented the following organisations:

- Cycling UK and Living Streets
- Lancashire County Council
- Preston Trampower
- Community Gateway
- UCLAN
- NHS Chorley and South Ribble
- Brookhouse Group
- Onward Homes
- Age Concern
- Cotton Court
- Preston City Council
- Owners of the Barnfather site
- San Marco Group
- Roger Parker & Co

4.12 The workshop was centred around a general discussion and a presentation by the consultant team of the emerging masterplan that considered:

- Challenges and Opportunities;
- The emerging Vision and objectives; and
- Indicative Design Principles.

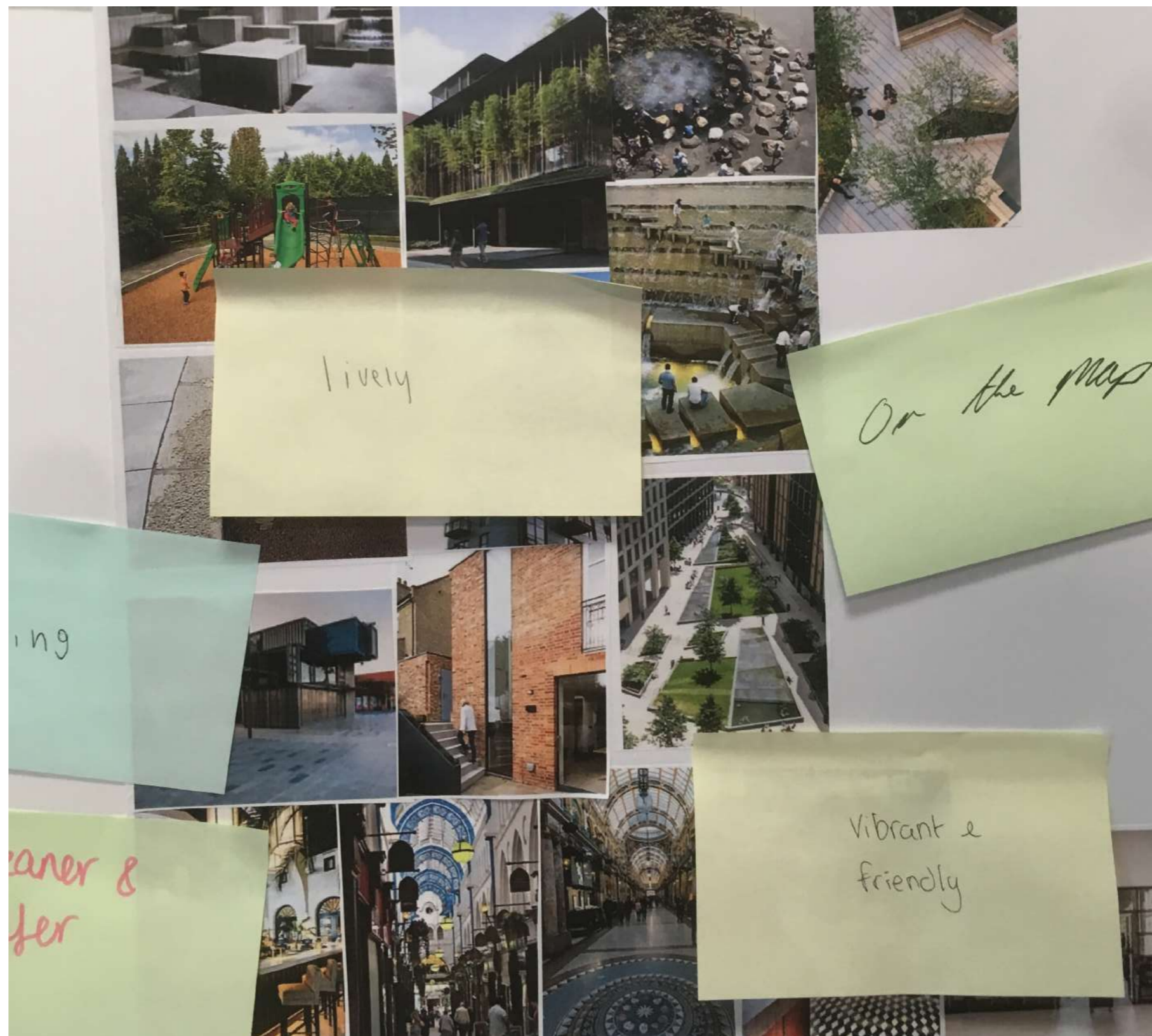
Workshop with College Students



4.14 Again, Chatham House rules were adopted. Points raised in discussion were:

- The need for the Vision to be more distinctive; should the draft vision have a stronger emphasis on sustainability? Could it be more focussed and better reflect the unique characteristics of the area?;
- Potential lack of awareness amongst the public as to what an 'Urban Village' is;
- Low footfall was not necessarily an issue for Manchester Road (between the College and the Bus Station) and at Queen Street Retail Park;
- The need for the masterplan (and SPD) to maintain flexibility to avoid stifling development;
- Proposed indicative building heights needs to be carefully considered to avoid restricting the scope for taller buildings on appropriate sites, including the Horrocks Quarter;
- Protected or new routes should be shown diagrammatically to enable them to be determined at the detailed design stage;
- There needs to be flexibility in the interpretation of all the identified views which should be seen as vistas or revealed through a network of spaces being framed by buildings or seen as glimpses over roofscapes;
- The masterplan should not sterilise the opportunity for retail development in accordance with existing development plan policy and allocations;
- The SPD should focus on design guidance rather than policy;
- Some concern was raised regarding the high proportion of hot food takeaways on Church Street and the health issues that raises;
- The visual gateway to city centre from London Road could be enhanced;
- Need to consider improvements in community services to support an increasing population;
- Need to consider green infrastructure;
- Accessibility in the area and better linkages to the rest of the city centre and its transport hubs are key;
- Can a heart to the urban village be identified?;
- How do the proposed cycle and pedestrian routes link into any Lancashire County Council / other walking and cycling strategies routes in the surrounding area?;
- Important to strengthen linkages with the surrounding area;
- Church Street is likely to be the focus for active frontages;
- Active frontage by design is a concept that does not necessarily involve the provision of ground floor commercial units e.g. could be live-work units;
- Potential to deliver a creative industries hub in the area;
- College would like improved safe access route to the bus station for access to public transport and bus station car park;
- Some of the gap sites e.g. both sides of Avenham car park, are quite big. Their development will change the character of the area;
- The masterplan is an opportunity to incorporate street art into the area;
- The masterplan is an opportunity to address air quality in the area;
- The key issue is one of delivery.

4.15 The meeting concluded with confirmation of a commitment to reflect comments as appropriate in the final masterplan and that the strategy would formally be consulted on as part of preparing the Supplementary Planning Document.



Workshop ideas and objectives