



Regenerating Matson and Podsmead Community Engagement in January 2018



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Cover images: Consultation events at Matson and Podsmead, 13th and 14th January 2018

1. Introduction

The Gloucester City Homes (GCH) led major programme of regeneration for the Matson and Podsmead neighbourhoods is underpinned by an initial masterplanning process to develop a Supplementary Planning Document (SPD) by April 2018. The SPD will be a critical document that needs to fully reflect the views of each local community and all stakeholders affected by or involved in the implementation of the masterplan. Once the final draft has been prepared and agreed with Gloucester City Council (GCC), the council will take ownership of the SPD and go out to public consultation on it with the aim of adopting the masterplans and documentation as part of the new City Plan by autumn 2018.

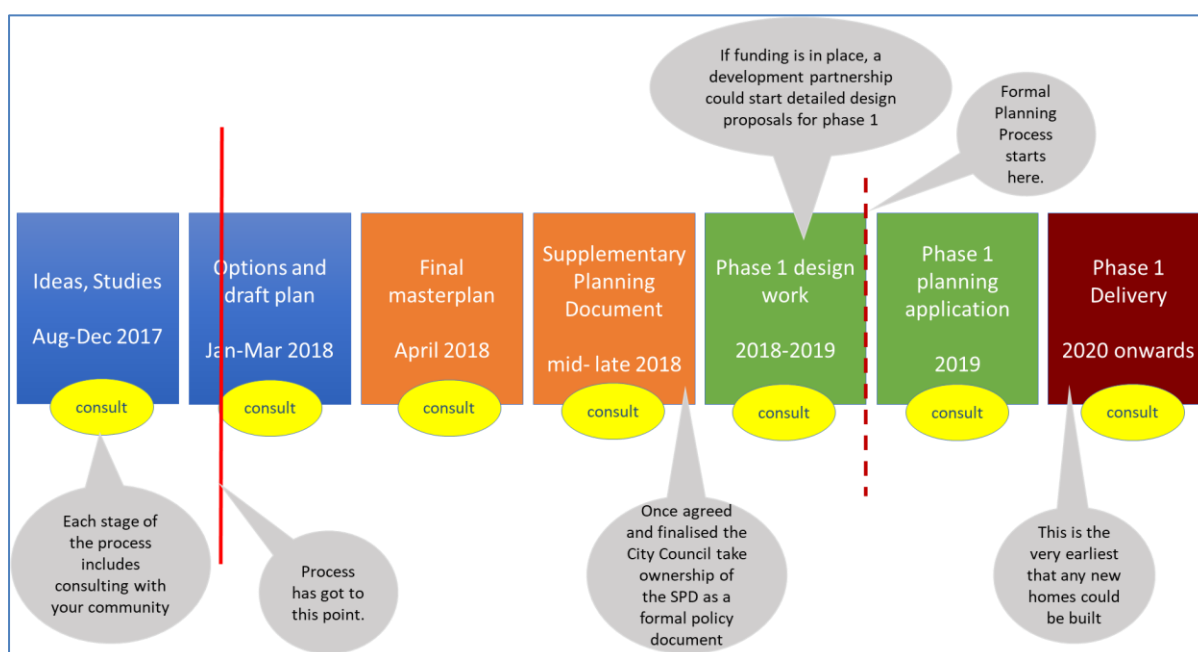


Figure 1: Regeneration timeline

The timeline shown at Figure 1 was first used for the November events and then developed further for the early January newsletter and mid-January events. It is being used to help explain the overall timeframe for the regeneration process so that community members better understand how the engagement process breaks down into informal and formal planning requirements.

Progressive cycles of community events

Engaging with each neighbourhood's community began in July 2017, with an initial meeting with community leaders. Following two cycles of engagement during August and September, KMA completed an interim report in October, setting out the initial views of residents who took part in estate walkabouts and those who completed a subsequent on-line feedback form. The Place Standard was used as the framework for assessing how well each estate currently performs as a 'neighbourhood'. The results of each community's baseline assessment were presented back to residents at an event for each estate in mid-November 2017. Just over 100 residents and stakeholders attended the Podsmead event (taking place in a marquee on the central green adjacent to Scott Avenue) and around 25 residents came to the Matson event, held at Gloucester Academy. These feedback events were used to validate the results of the baseline assessment with each community and introduce residents to the initial analysis of strengths and weaknesses of each estate.

prepared and presented by Tibbalds, the project masterplanners. GCH provided a Facebook streaming facility, for those unable to get to their community event, to see and listen to the live presentations, and remotely take part in the question and answer sessions.

Each community event follows the same format for both Matson and Podsmead. To encourage as many residents as possible to come to the events a team of around 20 GCH employees undertook a door-to-door exercise over a period of 5 days on each estate some 10 days prior to events in November and a week before the events in January. The team were checking that each home had received a copy of the first “*Shaping the future of..*” newsletter for their estate, promoting the November events, and subsequently a copy of the second newsletter in January containing:

- a brief report of the community and school November events
- Details of the forthcoming study visits planned for 20th and 24th January
- Details for the GCH community Xmas parties
- Details for the mid-January design events
- Advice on where to get answers to questions about the regeneration process

This latest update report provides details of the community events held in mid-November 2017 and mid-January 2018 to guide the second stage of the masterplanning process.

2. Fourth cycle of community events, January 2018

The events in mid-January 2018 were informal drop-in sessions where people could see the initial ideas and options for each estate and ask questions about them directly to team members on a one-to-one basis. The details for venues and times are given below:

Timings	Saturday 13 th January	Sunday 14 th January
Start time and meeting point	Matson 3.30pm – 7.00pm Baptist Hall, Matson Avenue	Podsmead 3.00pm – 7.00pm The Ramblers Centre

Figure 2: Schedule of events January 2018

The January events were especially critical for residents and local businesses because they were offering plans for the first time that suggested potential changes to street layouts, buildings and greenspace.

These initial plans illustrated zones of suggested demolition and re-development so being able to talk through the implications, pros and cons with the team on a personal level was the most appropriate format. For this reason both GCH’s CEO and Director of Housing were present in addition to the Matson Housing Manager, GCH’s Community Manager and a member of the Maintenance Repair team.

Two experienced KMA facilitators were present together with Tibbald’s project lead and a masterplanning colleague. Gloucestershire Wildlife Trust’s Green Infrastructure Project Manager

was also on hand with advice because of the linkages being made between the masterplan design approach and GWT's Building with Nature initiative.

The venues were felt to be the most suitable for this purpose and the days and times chosen aimed to be when most people would have some free time to spare. The only downside to this was the time of year, being colder with shorter days, which may have put off some of the older residents from walking to their event.



Figures 3 & 4: The Matson event at Matson Baptist Church

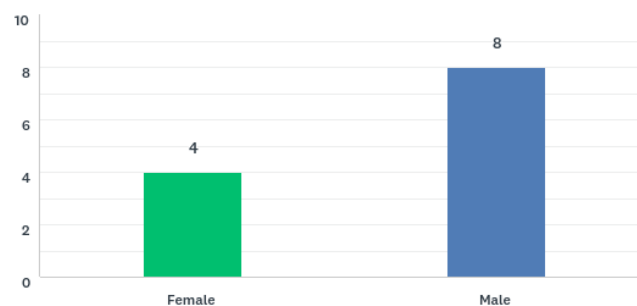


The feedback form used at each event was designed to ask only open questions, inviting residents to write as little or as much as they felt appropriate, with the aim of co-producing each masterplan. Those people who wanted to take the form home and think about how they wanted to respond were either given a postage-paid envelope to send back their form, or invited to respond using the on-line version. A copy of the form is provided at **Appendix 1** for information. People were also reminded that the regeneration web pages provided a Q and A resource that would be added to over time; any questions not answered on the web site could be sent in to GCH for a direct answer. In turn new Q and As would then be posted on the web site.

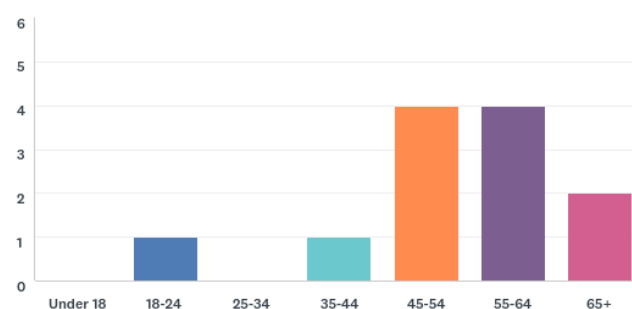
3. Feedback results and analysis for Matson

A total of 39 residents attended the drop-in event. Of these, a total of 9 people filled in the feedback form before leaving and a further 3 completed the form online within 3 days after the event. Not everyone who came to the event had been to previous events.

Q2 Matson respondents - What is your gender?



Q3 Matson respondents - Which age bracket were you in on 12th January 2018?



Whilst the numbers are too small to be significant they show that the majority of respondents were male and that nearly all respondents were in their mid-30s or older. The following are verbatim responses provided in the completed feedback forms:

What are your overall impressions of what is being suggested in terms of where new development could best fit and the broad form and type shown?

Positive Comments:

- It's really important that we regenerate old housing stock, that's now completely unsuitable and in many cases unsafe- the suggestions so far largely appear to address that.
- Very impressed
- Good (x 2 respondents)
- It looks like a suitable plan for the area
- Integrating the open spaces will be good as will new shopping areas
- Fairly good for first attempt. Would be interested in seeing the Masterplan
- It's a way forward any improvements to Matson would benefit the community
- Any improvements would be great for Matson

Negative comments:

- Cannot see anything happening where I live but will wait and see, as at the moment it all seems a waste of time.

Not sure:

- Reasonable impressions, final impression or option would be determined by final decisions
- I support the plan to regenerate the centre and older blocks along with transport links. Any plans involving the library need to be carefully considered as the council tried to close this previously and set it up as a community library.

What positive impact do you feel the suggested options might have on you/your household?

Positive comments:

- It would improve the character of the area where we live and subsequently have a positive impact on wellbeing
- Better flowing community
- Improvement to the area, smartens up the housing and community. Potential for more shops! Better housing and facilities in and around Matson is greatly needed
- Better housing
- Better housing, better facilities, better transport, links, more opportunities/jobs
- Closer community
- Better quality of life, sustainable
- With Block 4D going, big improvement for the surrounding tenants.

Negative Comments:

- The only impact I can see is the extra traffic in the area, and the road past the Matson flats is very narrow for two cars to pass. What schools are there for the new houses?

What negative impact do you feel the suggested options might have on you/your household?

Negative feedback:

- My street is largely untouched- South Matson is being treated as a priority, and whilst important, scant attention seems to be being paid to tenants in Matson North
- I potentially have to move and the uncertainty of what will happen and when this will happen [*but I*] only get told it's a 20yr plan
- It would not affect my household, apart from the extra traffic.
- Increase in traffic will cause problems in Winnycroft and Corncroft Lanes. Not sure the new proposed link road between Matson Avenue and Winnycroft Lane will help.
- Loss of green space in Haycroft drive and not sure about the access road into Hill Hay Road being suitable or necessary!
- Loss or change in status of library. Disruption due to construction. Loss of green areas.
- Missed opportunity
- More traffic

Three respondents answered "None" to this question.

Do you especially welcome some of the suggested ideas. If yes, what exactly do you welcome?

- I welcome the idea to improve linkages between Matson Ave/Painswick Rd, but this needs to be done sensitively and with regard to community safety and the wellbeing of residents. I welcome the regeneration of unsuitable [*housing*] stock.
- Welcome the change to shops, as they look dreadful.
- I would welcome the re-design of the shopping area.
- Yes. New housing and improved layouts
- Yes, new housing and better shops and healthcare
- Yes, development in Centre
- Regeneration of shops and central area. Also, I welcome more transport links especially cycle lanes.

Two people simply responded with a "Yes" whilst another three people responded with a "No", but didn't explain their answer.

Do you have any concerns about what is being suggested? If Yes, what are you concerned about and why?

- I'm concerned that some residents may be priced out of Matson due to the tenure of new homes, particularly those on a social rent who cannot afford to move to an affordable rent. I'm concerned that there are no concrete guarantees that neighbours who wish to remain together can move together, as was the case when Salford was regenerated. I'm concerned that residents may have to move twice instead of once.
- Concerns about the change to [*the central*] roundabout, this is a great green space with huge potential
- The only concern is the increase of traffic to the area. There have been a lot of accidents over the years at the junction of Painswick Road and Corncroft Road.

- Ref Answer to 7. The impact of traffic in Corncroft and Winnycroft Lanes.
- Re Question 9 “Loss of green space in Haycroft drive and not sure access road into Hill Hay Road being suitable or necessary!”
- Yes, see my comments about the library
- Lack of public engagement, not really thought out enough

One respondent answered that they were “Unsure”.

Are you happy about the suggested location for where the new community facilities would be located? If not please say why not.

- I think co-location is really effective and really important, but concentrating amenities in South Matson may mean residents from other areas of the ward struggle to access them. I think some smaller satellite hubs would be an effective means of dealing with this.
- Eight respondents said “Yes”
- Didn’t see the suggestions
- Yes, excluding library
- Not enough detail yet
- No, as we have most things already

One respondent answered that they were “Unsure”.

What new community facilities would you especially like to see provided in a new community hub/centre?

- Shops, Library, GP/healthcare, Community spaces/meeting rooms
- 1] Better supermarket! 2] Post Office 3] Bank 4] Doctors Surgery
- Healthcare would benefit greatly
- Health centre would be great
- IT/Broadband, Doctors, Meeting Rooms/offices
- Better Transport
- New Pub
- I don't think I would take part in any new facilities. I stay in my house quite a lot.
- Something more to keep the kids off the streets

Is there anything not covered above that you would like to add to your feedback?

- I think it's very important that all stakeholders and residents receive honest and in-depth feedback on all aspects of this project
- Need to take into account parking on Redwell road on rugby match days, as it is very congested and cars double park and when cup games are on you can’t get down Redwell road.
- Access: Improvement to road out of the estate into Painswick Road
- Quality of life for people who live here

Discussions between residents and project team members at the event itself elicited the following comments and concerns:

Access

Several residents asked about the level of parking provision for new flats and housing and about the type of parking available for the new retail centre being suggested. The suggested new and improved links with Painswick Road were seen as positive.

All residents at the event generally welcomed the suggestion that footpaths to Matson Park could be easily improved. Comments were also made about the footpath from Sneedhams Green to Gloucester Services being poorly lit and feeling unsafe, with a few residents asking if improving this could be a priority? Better access to and from Robinswood Hill was also considered a priority by a few residents:

- Access: currently people feel unsafe or unwelcome crossing the golf course
- Currently there are no access points that are suitable for the less able-bodied
- Could there be a cycle route around the Hill?

Public transport

Bus links that are felt to be needed, or will be necessary if redevelopment and new development at Winnycroft go ahead include:

- To/from the proposed Winnycroft development in the south
- From the south of the estate to a doctors surgery
- Easy access to the new central facilities (shops and community hub) for the less able-bodied.

Housing

One couple were concerned that their home could possibly be re-developed and were worried about when they may have to move, whilst another was disappointed that theirs may not be redeveloped/replaced. A third resident was hopeful that the potential redevelopment of the block he lived in could resolve the anti-social behaviour behind the building where there are also unused garages. A mix of dwelling types will be critical to creating a mixed community. One lady felt that too little consideration was being given to the northern end.

Facilities

Most people at the drop-in were interested about the potential re-design of the central area and shops, especially the suggestion for a new large community centre that could house all of the existing community groups (GL Communities, The Gateway Trust, etc). This included the suggestion that this building could also potentially be the new location for the library, plus a GP surgery and pharmacy; most people were pleased that the library could be re-located to a more central position but there were concerns that this may not happen, i.e. that this facility could be lost. Having a large central high-quality paved area fringed by shops and flats received quite a lot of positivity but a few people would have liked more images of what this area could look like.

Greenspace

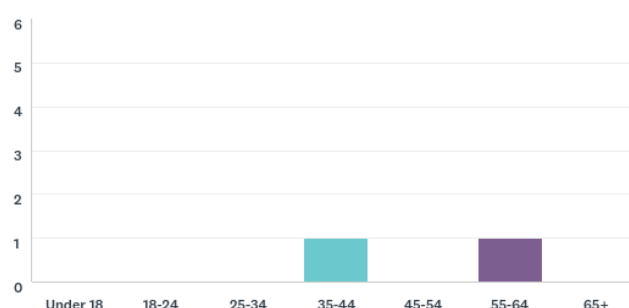
In addition to the comments above about access to Robinswood Hill, several people at the drop-in were pleased that most of the large Matson oaks could be retained and that most of the greenspace could be kept. The idea for new housing at Sneedham Green with a smaller area of greenspace had a cautious reception. The re-location of the library and new housing suggested for the existing area of greenspace on Matson Avenue received a mixed response. Improving the quality and usability of

existing greenspace to be retained was an issue of concern. Keeping and improving the Rose Garden was welcomed; there is already a small, funded community project in place for improving this asset.

4. Feedback results and analysis for Podsmead

The Podsmead drop-in event was not very well attended compared to the earlier cycles of engagement. A total of 16 people came and the majority of these were interested in the location of the potential access road to the proposed Blackbridge Sports Hub (linked to but not part of the Podsmead estate regeneration project), and the location of the proposed Skate Park. As of 19th January only two respondents (a married couple) provided one set of responses using the feedback form.

Q3 Podsmead respondents - Which age bracket were you in on 12th January 2018?



What positive impact do you feel the suggested options might have on you/your household?

We volunteer with Big Local and the Wildlife Trust. I think that it would help to focus community involvement, and improve the image of Podsmead.

What negative impact do you feel the suggested options do you feel the suggested options might have on you/your household?

Possible loss of prefabs that people love, change will be disruptive if not correctly managed

Do you especially welcome some of the suggested ideas. If yes, what exactly do you welcome?

Welcome a play park (Skate Park). Flats with shops

Do you have any concerns about what is being suggested? If Yes, what are you concerned about and why?

Some concerns over housing to replace existing flats. No problem with this. But what will happen to Podsmead Hub and cafe?

Are you happy about the suggested location for where the new community facilities would be located? Please say why not.

Generally yes (see above).

What new community facilities would you especially like to see provided in a new community hub/centre?

Cafe/Meeting Place/Learning Space. Could this be part of existing Hub/cafe on Scott Avenue?

Whilst the number of people coming to the drop-in was low, there was a very useful discussion about the proposed Skate Park and how this could best integrate within the masterplan and SPD. This discussion involved GCH's Director of Housing, KMA and Tibbalds plus lead representatives for the Podsmead Big Local and 3 young people actively involved in the design of, and the emerging planning proposal for the Skate Park. It was agreed in principle that the initial preferred location for this facility, as advised by Gloucester City Council, conflicts with the suggested ideal location for the new Podsmead retail and community zone of potential development; this would ideally be a first phase of construction. Because the equipment likely to be bought for the Skate Park can be re-located, the ideal compromise was a temporary location adjacent to Cole Avenue for up to 5 years before moving to a permanent location in the new Blackbridge Sports Hub. The benefits of re-locating would be:

- Possibly a larger facility that could be part-funded as part of Blackbridge
- Better access and screened from traffic
- Being part of a managed site, it would be a more secure facility with access to a club house or similar.



Figure x: Community group discuss where best to locate the Skate Park with the Project Team

The next step will be to meet with the City Council planning officer to discuss this compromise. Ideally, in addition to being a planning proposal in its own right, the agreed solution for Skate Park will be written into the masterplan and SPD for Podsmead and will be included in future community engagement cycles as part of the regeneration project and the planning proposals for Blackbridge.

Other aspects of discussions between residents and project team members at the event elicited the following comments and concerns:

Access and transport

A few people had concerns over the safety of the central space on Scott Avenue in relation to creating a new primary route. Road layout improvements and areas where pedestrian crossings could be introduced were well received, including across Cole Avenue as part of the suggested Podsmead retail and community centre re-development.

Concerns about traffic flow at the junction with A38 were made, including whether it was possible to introduce a filter arrow, and possibly a zebra crossing for access to the school; could these be suggested to City and County Highways teams?

The Blackbridge Community Sports Hub was felt to be a positive asset but it could increase traffic on Podsmead road, plus the development of Crypt Primary and the increased traffic this could bring was a real concern, especially given the current lack of pavement and well-designed bus stops on the eastern side of Podsmead Road.

Improving walkways and cycleways into and out of the estate to the north and west were seen as essential and that better lighting was necessary.

Greenspace

Slightly reducing the amount of greenspace for new homes whilst improving the quality of what could be left did not elicit much discussion. The main issue for concern was about the long-term management and maintenance of the green infrastructure features on site, i.e. who will be responsible and where will the resources come from? Why will things be better when they are not good now?

The proposed development at Blackbridge means that the current boundary hedge round the development area could be removed; it would need to be replaced in some form of enhancement to achieve net ecological benefit. GWT's representative advised that the hedge is less critical for ecological connectivity than the green infrastructure along the disused railway; that this is where enhancement should focus.

Housing

The potential to replace very dated blocks of flats with well-designed, more attractive modern blocks was felt to be worthwhile. Re-development of the blocks, however, was not a big concern, possibly because few tenants or leaseholders were at the event. A couple of residents were concerned that elderly friends and relatives in the pre-fabs and bungalows would be severely impacted if they had to move; they felt that older people would want to move to similar accommodation rather than be in a purpose-built block.

Community facilities

The relocation of the shops to a new, larger space with high quality hard landscaping (public realm), potential for a supermarket, healthcare facility and a purpose-built community centre was cautiously welcomed (see concerns about traffic and parking above). Having flats above the shops was not really remarked on. The images provide with the suggested general layout were felt to be helpful in imagining what the new hub might be like.

5. Preparing for the next stage of masterplanning

The turnout for both events was fairly low, despite advance promotion via the 2nd newsletter to all homes and the second round of advance door-knocking prior to the events. To encourage more residents to engage with the emerging masterplan for their estate GCH will be promoting the most recent plans on their web site, notifying tenants via social media and regular tenant communications. To better engage with non-tenants the next newsletter will need to show the initial, illustrative masterplan and which areas of each estate could be re-developed.

GCH are setting-up a 'drop-in' facility in the parade of shops on each estate, where the latest plans from the January events will be displayed, with trained staff on hand to explain the design approach. Residents comments will be recorded using the same 'January feedback form', either as hard copy or as on-line responses.

The residents' meeting being arranged for the 1st February, to be facilitated by KMA, will focus on how new independent residents panel could help in reaching out to those households who have not yet taken part in the design process. Residents coming on the arranged study visits are also being encourage to come to the meeting on the 1st February and to talk to friends and neighbours about what they seen and what issues are being raised.

The biggest overall issue at present is that the SPD is only a guide to re-development and that there is currently no budget for regeneration, leaving a great deal of uncertainty for some 700 households, most of whom have yet to make their views known. To encourage greater levels of engagement in Stage 3 of the masterplanning process, cycle 5 of the engagement process will focus on a targeted round of door-knocking to the households likely to be most affected. Preparations to provide a greater level of information and support to these residents are underway.

Appendix 1: January 2018 Feedback Form



Following earlier consultation, a set of design options have been prepared by the masterplan consultants, Tibbalds.

Please refer to the exhibition boards and supporting material provided before giving your views below about the emerging ideas.

Your comments on these ideas are important. All comments received will be used to inform the preparation of the draft masterplan over the coming weeks.

Please complete this feedback form and return it to a member of the team at today's exhibition. Copies of the exhibition boards and the opportunity to provide online feedback are also available on the internet at:

www.qch.co.uk/about-us/what-were-doing/regeneration-matson-podsmead/

Responses to the following questions are optional but this information is important as an accurate record of who attended, and in analysing views expressed by different sectors of the community.

Q1	Your name	
Q2	Your age	
Q3	Your gender	
Q4	Address	
Q5	Phone or mobile No.	
Q6	Email address:	
Q7	What are your overall impressions of what is being suggested in terms of where new development could best fit, and the broad form and type of redevelopment shown?	
Q8	What positive impact do you feel the suggested options might have on you/your household:	

Q9	What negative impact do you feel the suggested options might have on you/your household:
Q10	Do you especially welcome some of the suggested ideas. If your answer is no, please go to Q11. If yes, what exactly do you welcome?
Q11	Do you have any concerns about what is being suggested? If your answer is no, please go to Q12. If yes, what are you concerned about and why?
Q12	Are you happy about the suggested location for where new community facilities could be located? If yes please go to the next question, if not please say why not.
Q13	What new community facilities would you especially like to see provided in a new community hub/centre?
Q14	Is there anything not covered above that you would like to add to your feedback?