

# Peterborough South Bank Masterplan Consultation Report



## INTRODUCTION

To create a robust and deliverable Masterplan it must be demonstrated that a collaborative process has been undertaken and informed its contents and key principles. This must encompass the views of key stakeholders as well a cross-section of the local community.

It was agreed at the project inception that the Community and Stakeholder Consultation for the South Bank Masterplan would be dovetailed with that being undertaken for the City Centre Area Action Plan (CCAAP) to ensure that stakeholders and the public understood the relationship between the two pieces of work and to avoid consultation fatigue. The Area Action Plan consultation events focussed on the role of the South Bank in the wider City Centre and then several South Bank specific events and workshops were held to explore the site specific issues in more detail.

This paper provides an account of the events and summarises the comments and responses received from the various stakeholder groups and the general public.

### Community and Stakeholder Strategy

The approach to consultation for the South Bank Masterplan was carried out in accordance with the community and stakeholder engagement strategy agreed for the CCAAP which was issued to O.P. on the 21<sup>st</sup> November 2007.

The approach to consultation has been developed in explicit reference to Peterborough City Council's Statement of Community Involvement which forms part of the Local Development Framework (LDF). In particular the following pertinent points have been integrated into the long-term strategy for consultation on the South bank Masterplan:

- Consultation with all identified consultation bodies, including hard-to-reach groups;
- Availability of consultation materials to consultees and at inspection locations;



- Use of public exhibition displays tailored to members of the general public and communities;
- Holding of workshops/focus groups/public meetings involving key stakeholders and local people (including hard-to-reach groups);
- Liaison with media/press spokespeople where appropriate;
- Use of questionnaires to gather feedback from communities;
- Use of council website for consultation promotion and solicitation of feedback;
- Emailing or posting of letters to consultees in the City Council LDF consultation database;
- Arrangement of one-to-one meetings with selected stakeholders as necessary;

### **The Peterborough South Bank Steering Group**

To ensure that consultation was embedded into the development of the Masterplan a key Stakeholder Client Group was established. The Stakeholder Steering Group included representatives from:

Peterborough City Council – Planning Policy  
 Peterborough City Council – Property  
 Opportunity Peterborough  
 English Partnerships  
 The East of England Development Agency

The Steering Group met regularly through the preparation of the Masterplan and provided additional support when necessary. There were, as follows, three key milestone workshops:

**1. Project Inception Workshop (15<sup>th</sup> January 2008)**

The project inception workshop established the key aspirations, parameters and objectives of the Masterplan. A work programme was prepared to ensure that key technical studies underpinning the CCAAP could be used to inform the development of the Masterplan and avoid duplication of shared key tasks.

**2. Pre Consultation Workshop (11th March 2008)**

The pre consultation workshop was used to identify and agree the content and approach of the pre consultation workshop. The steering group reviewed the consultation materials and ensured they were compliant with the Statement of Community

Involvement (SCI) and the consultant team showed how the approach fit with the CCAAP consultation structure.

### 3. Interim Report Workshop (17<sup>th</sup> April 2008)

The interim report set out the Consultant team findings in relation to:

- Policy Context
- Vision
- Urban Design and Site Analysis
- Site Constraints
- Character Areas
- Transport, Access, Movement and Connectivity
- Public Realm
- Existing Building and Heritage
- Built Form
- Views and Visual Considerations
- Land Uses

The steering group reviewed the findings of the report and agreed a set of broad key principles for inclusion in the final masterplan to be taken forward for technical testing.



### Stakeholder and Community Consultation

In addition to the key stakeholders represented on the steering group it was essential for the consultant team to engage with a broader range of stakeholders and the community.

The South Bank consultant team briefed the AAP consultant team at the outset of the project to ensure that appropriate questions were posed at all CCAAP and South Bank consultation events and recorded so that they could be fed in back into the Masterplanning process. (A record of the CCAAP consultation can be found in Appendix A)

In addition to the broad range of CCAAP consultation activity there were two **key consultation workshops** held at **Peterborough United Football Club on 11<sup>th</sup> March 2008**. A consultation pamphlet was produced for both workshops setting out the key issues and opportunities posed by the South Bank and provided contact details for people to respond by mail and email. (A copy of the consultation document can be found in Appendix B).

Key Questions were identified with client steering group around the following themes:

- Vision
- Land Uses
- Issues and Opportunities
- Comprehensive Development

- The River Nene
- Public Realm
- Existing Buildings
- Transport, Access and Movement and Connectivity
- Peterborough United Football Club
- Social Infrastructure

The questions were posed as follows

#### Vision

Creating a shared Vision for the South Bank will be critical to its future success. A key objective of the workshops is to develop a Vision which meets the aspirations of all stakeholders and the community.

- What sort of place do you want the South Bank to be?
- What type of uses do you think there should be in the area?
- How important is developing the riverside into a destination for Peterborough and what uses would complement this?
- What relationship should the South Bank have with rest of the City Centre?

#### Land Uses

A key element of realising the Vision will be to identify what land uses should be accommodated on the site and where. We will be seeking your views on four broad land uses:

Residential  
 University and Education  
 Leisure (cafes, restaurants and bars)  
 Offices, Workspace and other commercial

- What land uses should there be on the South Bank?
- Where should they be?
- What building typologies should be promoted?
- What proportion of affordable housing is required?

#### Issues and Opportunities

Our initial assessment of the site and review of existing studies has identified a range of issues affecting the site and also a range of potential opportunities. Although some of these are relatively complex and require further study they can be broadly grouped into the following four broad themes.

1. Comprehensive Development of South Bank
2. Transport, Access, Movement and Connectivity
3. Peterborough United Football Club (POSH)
4. Social Infrastructure

### Comprehensive Development of South Bank

- Which parts of the South Bank would you like to see developed first and why?
- Should the rest of the South Bank be developed with as high standards as the Carbon Challenge development?
- How can the development of the South Bank benefit the existing residential areas to the south of it?

### The River Nene

- Do you think the creation of linked destinations leading to the South Bank is an idea that will create movement throughout the area?
- Will this potential connection have the result of helping to create a destination at South Bank?
- Should leisure uses along the river be promoted?
- Can you think of other linked destinations that may tie in?
- Would you see the South Bank as a destination that is easy to get to if a rail and or river bridge was not provided?

### Public Realm

- What are the key issues for the improvement of public realm?
- Where on the South Bank would you like to see high quality public space?
- What are the best locations for the Children's playspace?
- Should a public open square or space be located on the South Bank?

### Existing Buildings

- What buildings would you like to see retained and reused?
- What uses would you like to see in the:
  - Mill Buildings
  - Railway Sheds
  - Bridge House
  - Leisure Centre.

## 2. Transport, Access, Movement and Connectivity

- How could the traffic situation on London Road be improved?
- What are the key transport and connectivity issues facing the South Bank?
- How can public transport use be encouraged?
- What suggestions do you have to address the severance caused by the the railway and the river?
- What 'softer' measures could be used to improve the transport situation?

### 3. Peterborough United Football Club (POSH)

- What type of use would you like to see take the place of POSH?
- If POSH is developed off site is residential development a suitable alternative?

### 4. Social Infrastructure

- What Social Infrastructure/Community facilities are needed on the South Bank?

## Responses

The community were asked to answer these questions at the workshops on the 11<sup>th</sup> March 2008 and provided with questionnaires so that could consider their responses and feedback comments by post.

The key messages that came back from the responses to the consultation exercise were as follows.

## Vision

### What sort of place would you like it to be?

- Vibrant yet safe, with a mix of houses flats, shops and café's/bars (Al fresco within squares etc) lots of pedestrian-only areas.
- A pleasant area - not industrial with trees/plants among the buildings
- Attractive, open, mixed use
- Emphasis on quality and design in all aspects, something classy for a change. A mix of housing, entertainment, local shops and business.
- Unless a relationship between the city centre and South Bank is established - both by physical links and by securing educational, leisure and community uses - then the city centre will be for ever, as now, constrained hopelessly by river, railway and monastic precinct

- A lively tourist attraction integrated with areas of the city north of the river
- A destination for leisure, eating and entertainment and a buzzing, vibrant residential community
- I would like to see it used for recreation - open green space will complement the embankment on the other side of the river. The most commercial use should be a concert hall or something similar

**How important is developing the riverside into a destination for Peterborough and what uses would complement this?**

- Opportunities to exploit the beauty of the river and make it accessible to the public should be taken
- Provision should be made for people to be able to stroll along the river's edge, to sit and enjoy the scenery, cafes/restaurants and toilet facilities. The river is a key but underused facility. Following the current flooding - provision should be made to prevent this, if possible, many event, an open aspect would be preferable to built- up.
- Must make more of riverside, currently very poor with exception of charters/grain barge/ key theatre. River side Cafés/bars with adequate parking/public transport links to rest of the city in the evenings. Also improved pedestrian/cycle links
- Very important. Tourist restaurants and boating centre

**What relationship should the South Bank have with rest of the City Centre?**

- Integral, use façade of development to soften view from other bank - no office blocks! New pedestrian - only bridge.
- It should be an extension of it, but perhaps a focus for relaxation rather than shopping somewhere pleasant to go after shopping.
- More river crossings and required if a good footpath is to occur together with attractive destinations within South Bank.
- Should not be considered a 'township' but integrated wit rest of city centre development.
- Well integrated with easy access for pedestrians and bicycles
- It should be sufficiently different in design and nature to complement and enhance what is already there - no large/chain shops, just specialised ones.

- The South Bank of the river is nothing to do with the City Centre. The South Bank is literally North Fletton. Previously it was the North Fletton industrial area.

**How can the development of the South Bank benefit the existing surrounding residential areas?**

- By not allowing increased traffic to damage infrastructure. Making sure that the 'join' is seamless. Encourage move of Post site to out of town - as Reading did
- Open up access to the river bank, provide pleasant pedestrian access to the city centre. Provide leisure venues which are available to a wide range of ages.
- Easy access points, not over shadowing the old neighbourhood, providing facilities not already there
- Fletton Area devoid of services/entertainment especially with the closure of coach and horses pub. Must be improved through - access for pedestrians and cyclists, not a self-contained isolated centre
- Improved facilities and visitor numbers, better environment and visual aspect
- It can be an extension and natural progression from Fletton, putting leisure destinations in walking distance. We need a footbridge to connect to North Bank, plus moorings and trip pier.
- Make it a recreational area. Possibly some if it could be made a 'Car parking area for the city' to get rid of the multi story car parks.

**LAND USES**

**What mix of land uses should there be on the South Bank?**

- 25% education, 25% social (cafes etc) 50% mixed housing - no office blocks
- Residential and associated infrastructure family houses rather than flats. Apartments for senior citizens and others. Elliot's and POSH ground. Mixed in with others and Matalan/ BQ Ground. Leisure - café bars (rather than pubs) restaurants.
- The idea of having a dedicated area for a university is attractive with the rest of the site providing housing, retail and other facilities. Small, non-industrial sites could also be provided so people could walk from home to work.
- Housing to support entertainment, shops and businesses. Riverside frontage to be maximised with open space/local park areas. Maybe university

premises but I would place these near to athletic track/regional pool (rebuilt!)

- The mix of land uses will need to include all of those identified, but it would be absurd to be prescriptive as to percentages at this stage
- Residential, offices and leisure and cafes/restaurants
- 70% recreation, 15% culture, 15% car parking

#### **Where should they be?**

- Considered and clever integration of all but squares, piazzas are good with fountains and sculpture
- University Craft/Art Centre
- The university could sit behind an open 'esplanade' on the South Bank of the river - follow the examples.
- Convert mill to flats/apartments. Convert railway sheds to entertainment/cultural centre (maybe a decent medium size live music venue like the junction in Cambridge) Riverside café/bar and river fronting quality housing/flats.
- Prime riverside location for leisure and cafes/restaurants
- No preference, except leisure, eating and entertainment should be on the riverbank.

#### **What percentage of each use should be on the site? (e.g. 75% housing, 25% university)**

- as suggested 75/25
- 30% leisure and cafes/restaurants and 40% residential and 30% offices
- 60% housing 40% leisure etc

#### **What proportion of affordable housing is required?**

- The term 'affordable' is nonsense/ A new, vibrant, city centre, riverside development can only have shared ownership properties that combine % purchase and rent on remainder - will not be 'affordable' to 1st time buyers or council tenants etc
- Many young couples in Peterborough can't afford to buy expensive houses and many people are in multi-occupation so at least 30% affordable
- Perhaps greater than at present if we are to provide enough housing for the greatly increased population proposed.
- If affordable housing is incorporated it should be done with imagination and with some quality, avoiding mistakes made in other recent developments in the

city. E.g. street parking in Hampton causing chaos for traffic in and out of the area.

- 50%
- No more than 20%, on the edges of the development (blending with surrounding area)
- Fletton is full of slum housing already, we don't want any more than you

## **COMPREHENSIVE DEVELOPMENT**

### ***River Nene***

#### **Should the South Bank be a recognized 'destination' within the City Centre?**

- No more than other areas in the city centre
- Yes - walkway along the bank with a restaurant/café bar (not MacDonalds or KFC) Access to river bank
- Yes, but integrated in an overall city centre plan.
- The South Bank is not within the City Centre; please refer to your map it is on the other side of the river in the Parish of Fletton and the Diocese of Ely not Peterborough. It must retain its identity as part of Fletton part of the old Huntingdonshire

#### **How important do you think it is to keep and re-use the mill and railways buildings?**

- Vital
- Yes - industrial heritage - very important. Few examples of 'Old Peterborough' left. Lets keep these. Convert and re-use
- Very, Peterborough does not have very many 'landmark' buildings - an opportunity to be innovative
- Very important. Financial constraints will probably mean it won't happen, but it should be encouraged.
- Very - ?? Interest and presence for continuity within change, for links with city railway history.
- Nice to have, not essential
- Not important at all
- The essence of the area is the mill and railway buildings. They must remain at all costs even if the developer arrange for them to be gutted by fire to make them appear beyond repair and reuse

#### **Do you support the idea of mixed use 'square' in this area - what uses would you like to see?**

- Social/play/eat etc
- Yes - with trees/plants/seating. Bridge Street is so pleasant and civilised with its trees and seats - lets

have an extension/reflection of that - not a burger van.  
Maybe a café bar with outside seating

- Yes, a focal point like Cathedral Square could attract people and a possible use could be occasional markets or outdoor functions
- A mixed use square could be incorporated around the old PUFC pitch area
- Yes - riverside cafes/restaurants and boat hire

**Should cultural/leisure uses along the river be promoted and if so what cultural/leisure uses would you like to see?**

- Boating, rowing, punting, riverside events, concerts
- Cafes, bars, restaurant, medium size convert venue (e.g. in old railway shed). Walkway/cycleway
- Obviously; though opportunism above would be likely to dictate the mix.
- Yes - dining out, rowing boats, cycling, walking
- The vast majority of the area should be cultural and recreational

**Would you see the South Bank as a destination that is easy to get to if a rail/or river pedestrian crossing was not provided?**

- Yes - walkway - info on wildlife. Railway Buildings - part to be used as an art gallery (the hub at Spalding is a good example) Punts on the river, Art cinema, free space for bands/music, children's play area at weekends. See Stamford Art Centre
- No, Tower Bridge as the sole access would be a deterrent
- Definitely not. A new crossing for pedestrians and cyclists is essential. It will also make the key theatre complex more accessible and less isolated.
- Impossible - it would remain, as now, extra-mural.
- The area is already easy to get to: No extra bridge is required. No road alterations are required.

***Public Realm***

**What are the key issues for the improvement of public realm?**

- Ease of pedestrian/cycle access. Attractive and safe - good lighting etc.
- To provide pleasant, open, easily accessed well-lit areas where people can feel comfortable and safe. Catering for all age groups.
- People are attracted to open space, so quality signage, seating, cleanliness are important. There would have to

be a commitment from the council to keeping it in pristine condition

- Improvement of the public realm would come provided good quality design is delivered - premature to be too prescriptive at this juncture
- Improved pedestrian and cycle access
- We need excellent and fairly classic design - local stone, glass, good lighting

**Where on the south bank would you like to see high quality public space?**

- Affording views of River and River activities
- On the BQ or Matalan sites with access/walk along the riverside keeping some trees/shrubs
- Along river bank, through Uni campus and linking housing area.
- I hope it will all be high quality
- Adjoining the river
- On the river frontage
- All of it must be high quality public space

**What are the best locations for the children's playspace?**

- Away from riverside - waste of attractive public areas
- In the Housing area. Maybe a small area in or near the square.
- Housing should be built around play spaces for safety
- Further away from the river or next to river if sufficiently fenced off
- Given the proximity of water, rail and road - the safest location!
- The best locations for children's play spaces are: Fletton Recreation Ground, Woodston Recreation Ground, Central Park. You must take your children there they will love it!

**Should a public open square or space be located on the South Bank?**

- Yes toilet facilities
- Around the PUFC pitch area and areas along the riverside
- All of it must be high quality public space. Something to match the existing Embankment

## **TRANSPORT, ACCESS, MOVEMENT AND CONNECTIVITY**

### **How do you think the traffic situation on London Road could be improved?**

- Create bold new one-way system
- Move the football ground. Move the National Car Hire place. Remove the car wash.
- Improved bus service, possible park and ride system - but has to be reliable, clean and efficient
- By restricting vehicular access
- Allowing pedestrians and cyclists to cross over or under London Road. Cycle lane access bridge over River Nene (not part of existing roadway)
- Take it underground/under building
- Stop messing around with London Road. Put it back the way it was. Put a roundabout at the junction of Cripple Sidings Lane.

### **Could new access be created from London Road into the South Bank?**

- No - existing roads should be adequate if pedestrian access is improved and people use car park?
- Yes, with the demolition of 7-23 London Road
- Yes if main road was hidden this would allow natural flow if pedestrians/cyclists

### **What are the key issues, for you, facing the South Bank in terms of pedestrian and cycle access?**

- Separate pedestrian/cycle routes only throughout development and into town and station etc
- Pleasant paths/walkways through to South Bank and city centre, avoiding London Road. Footbridges over the railway line and the river.
- Must have an extra pedestrian and cycle crossing over Nene and railway. Through -access to Fletton and Stan Ground
- A non-vehicular link across river and railway
- Easy access without having to cross the road
- Pedestrians need a footpath

### **How can public transport use be encouraged?**

- Bus-operated barriers into new development
- Bus lanes helped to improve the speed and timekeeping. Park and Ride schemes.

- Make it cheap, clean, plenty of buses - services should be able to access the rail station - i.e. not a long convoluted walk - a seamless journey
- Make it cheap, efficient and reliable, in the form of a short shuttle service between South Bank and city centre linking with services from Whittlesey and Hampton/Yaxley
- More frequent buses
- Keep car parking on the edge of the development, residents/business car parking and access below ground - just bus, cycle and walking in main above ground areas
- Do not bother with cycle access. These days Peterborough is too dangerous for cycling because the edge of the roads are in such poor condition. Peterborough City Council claims it is in favour of cycling. Their actions demonstrate they are not. On London Road none of the Iron Gullies in the gutter were at road level. The asphalt round them was usually broken up. The two worst examples were outside Bridge House, London Road, home of the Highways Authority. I use the past tense because I have given up cycling because the roads are in too poor condition.

**Do you think new bridges across the River Nene and the railway are a good idea?**

- Extra pedestrian/cycle bridge is essential
- I do not know if you have noticed the existing bridges over the Nene and railway are being both refurbished and widened. Wait until this work is complete; you will very possibly find the existing bridges are adequate. Do not put a footpath bridge over either the Nene or railway. Footbridges in this situation look like clutter, or failed modern art.

**PETERBOROUGH UNITED FOOTBALL CLUB**

**1. Would you like to see the football club stay in its present site - possibly with a complete 'stand by stand' renewal/ redevelopment - or more elsewhere?**

- Move as Reading did (move it nearer to A1)
- No, I think the football club should be moved to an area which could be multi purpose sports and music, etc, where there is more space for a bigger development.

- Redevelop outside of city centre area (which includes regional pool/wirrina area). Could have gone where the prison now sits i.e. by the railway line, fans wouldn't have to pass through the city centre, any club proposals to move should be encouraged with incentives for them to do so. If it can be done for proposed warehouse development at Stan ground then why not for a sporting asset with a forward thinking chairman
- Redevelop outside of city centre area (which includes regional pool/wirrina area). Could have gone where the prison now sits i.e. by the railway line, fans wouldn't have to pass through the city centre, any club proposals to move should be encouraged with incentives for them to do so. If it can be done for proposed warehouse development at Stan ground then why not for a sporting asset with a forward thinking chairman.
- The present site is the major constraint upon proper comprehensive redevelopment of South Bank. Will have to go. (But not to North Embankment)
- Stay in its present site
- First choice: move to out of town location. 2nd: leave where it is and redevelop
- I would like to see the Football Club and its followers moved out of Fletton and go as far away as possible, I suggest Milton Keynes the area has a track record for attracting displaced soccer teams.

**If the football club relocated off the South Bank what type of use would you like to see take the place of PUFC?**

- Mix of office/flats with beautiful landscaping, Piazza etc get rid of this eyesore
- Housing in sympathy with the existing residential area. School, surgery Community Centre.
- Keep the pitch area as a local park area to serve surrounding new housing
- Housing
- The existing ugly building should be demolished and the site used for anything from a car park through a cultural centre to a concert hall (though not as down market as the Cressett)

**SOCIAL STRUCTURE**

**Depending on the type of development that occurs on South Bank; new social infrastructure may be required. What do you think is needed?**

- Given the undoubted high cost of the properties (of all types) in a new riverside city centre development. I don't think we're looking at a typical 'New estate'. The emphasis should be on city life rather than primary schools and community centres. A health centre would be more appropriate and leisure centre.
- Perhaps a school. Community Centre. Surgery, dentist, optician. Multi-faith church? Public toilets, art centre, small supermarket, multi cultural space.
- As we are working with a clean sheet there is the opportunity to provide all the things that are currently lacking in Peterborough. Has any thought been given to facilities for all ages - children, adults and aged - so that there is a constant mix of ages rather than segregation
- Possible new school, doctors surgery/dentist. Local small shops and businesses. Public transport/taxi terminal to link to city centre and outside services. (e.g. Whittlesey, Ramsey, Yaxley/Hampton).
- Primary School and environmental studies school/ University college linked to Carbon Challenge initiative.
- None needed if university, primary and secondary school located at PDH site, as I would prefer.
- A. doctors surgery, dentist etc in a small health care B. Commercially provided community hall and rooms, primarily funded by use for businesses as meeting rooms/conference centre with community café
- I do not know what social infrastructure is, if it means hospitals, schools, bus stations etc, this is not the site for those. The site is too visible and central. That sort of use would 'over populate' the area as would any commercial development on the site.

**ADDITIONAL COMMENTS**

- Please can we be assured the various stages will be joined- up? Have a good look at how other cities have done it - good and bad. Berlin is a good example (good) Reading..... Please be bold and brave with the design!
- Housing for older people. Café-bars which attract/cater for an old clientele. What facilities in the centre for people staying in hotels in the city? I would like to walk through to the river side. Through pleasant streets, over a footbridge to shop in the centre or sit at a cafe

have a coffee while watching the wildlife on the river.

Why no cafe on the North Bank?

- What are the plans for the North Embankment between Key Theatre and Wirrina/regional pool. Suggest an improved sports centre to include present athletics facilities, rebuilt pool and gym facilities, sports hall. Keep an open area for use for outdoor events. e.g. Beer Festival, Concerts etc. What about underground parking/garages for leisure areas and housing? Expensive I know, but something to consider for a forward -thinking scheme. Would at least give the impression of a car free zone.
- Only how any of this is to be funded in the context of a collapsed economy (answered continuous' growth' having finally hit the buffers) an unsustainably high population (about double the ?) and probable social collapse
- How about a railway station for the Nene Valley railway. A staithe for pleasure boats?