

Let's talk regeneration

WHY TALKING TO YOU MATTERS

Lots of consultation since 2008:

We've talked, you've talked. We've listened and made changes

Inform:

social media 	video 	website 
face to face 	newsletters 	media coverage 
broadcast interviews 	intranet 	exhibitions 

Connecting:

events 
forums 
roadshows 
surveys 
workshops 

Over 60 stakeholder sessions	2 public consultation events: 2,900 visitors	Town Centre Forums / Steering groups: 17 meetings	7 school presentations: 1,380 pupils
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2012 consultation event

1,700 people attended	262 comments received	131 support certain elements of Elms Field development
218 said our designs were appropriate	139 said our scheme reflects Wokingham's character as a market town with small retail units	77 said we haven't missed any key characteristics in keeping the town's heritage

Impact: What we've changed

Elms Field <ul style="list-style-type: none"> increased size of play area  a larger area of open, green space  removed proposed community orchard and pavilion  more trees, attractive planting and areas to sit and relax  		Retail and events <ul style="list-style-type: none"> a better mix and number of smaller units  improved area for specialist events and markets all year round  new public toilets at Peach Place  	
Transport <ul style="list-style-type: none"> removing the proposed multi-story car park at Shute End offices  more cycle parking  changes to the road on Elms Field to stop it from becoming a rat run  		Design and architecture <ul style="list-style-type: none"> hotel design changed – now set back from the road  a green wall at foodstore servicing area to increase biodiversity and habitat  right mix of brickwork and render complementing the town  using architectural details taken from town's existing historic buildings  	

2011 consultation event

1,200 people attended	502 comments received	358 of these comments supported concept of regeneration
218 said architecture should be modern in design but using traditional materials	296 said Wokingham lacks specialist shops and 177 want fashion shops	220 thought proposals will create pleasant new retail area
111 use the open space once a week, with 35 people using it every day	228 want to see small shops with 229 wanting to see independent shops	289 said they would enjoy open space more if there was somewhere to sit