



# APPENDIX D

## PUBLIC ENGAGEMENT FEEDBACK AND UCLAN RESPONSE

### 1 BACKGROUND

The Draft Consultation Masterplan Report 16th January 2015 was extensively launched to the public on the 2nd February 2015 through widespread media release including front page coverage of the Lancashire Evening Post, Radio Lancashire, BBC North West Tonight and through an external website:- [www.uclan.ac.uk/masterplan](http://www.uclan.ac.uk/masterplan)

The aim of engaging with all members of both the internal and external community was not only to inform the development of the Masterplan but also to create an opportunity to forge relations between the University, stakeholders and the wider community, sharing openly the draft proposals.

This Masterplan consultation process involved the following activities:-

- Direct mailing of 64,000 postcards to PR1 and PR2 areas
- An on-line website survey
- Four Masterplan exhibition events – two held at the University on the 6th and 11th February and two in Preston City Centre on the 21st and 25th February. A series of vox-pop interviews were also held at the events.

A total of 891 registered visitors attended the events leaving 201 written post-it note comments, with others just browsing.

The consultation process closed on the 6th March.

The University expresses its sincere gratitude to those taking time to visit the events and for providing open and honest feedback, as this has provided a wealth of information and ideas that have helped to inform the development of the Masterplan.

Going forward, UCLan will continue to engage with its neighbours and the wider stakeholder community as the Masterplan is delivered.

### 2 RESULTS

#### 2.1 UCLAN CAMPUS MASTERPLAN SURVEY RESULTS

An on-line survey was made available on the Masterplan external website. The questionnaire contained 33 questions with 11 inviting direct feedback on the Masterplan proposals. This was completed by 138 respondents, with 84% expressing support for the proposals believing that they would deliver a positive change for the University and bring benefits for the City of Preston and beyond.

A summary of the survey results and the Post-it Note comments are available separate to the final Masterplan Framework.

The following response options were available for selection within the survey questionnaire:-

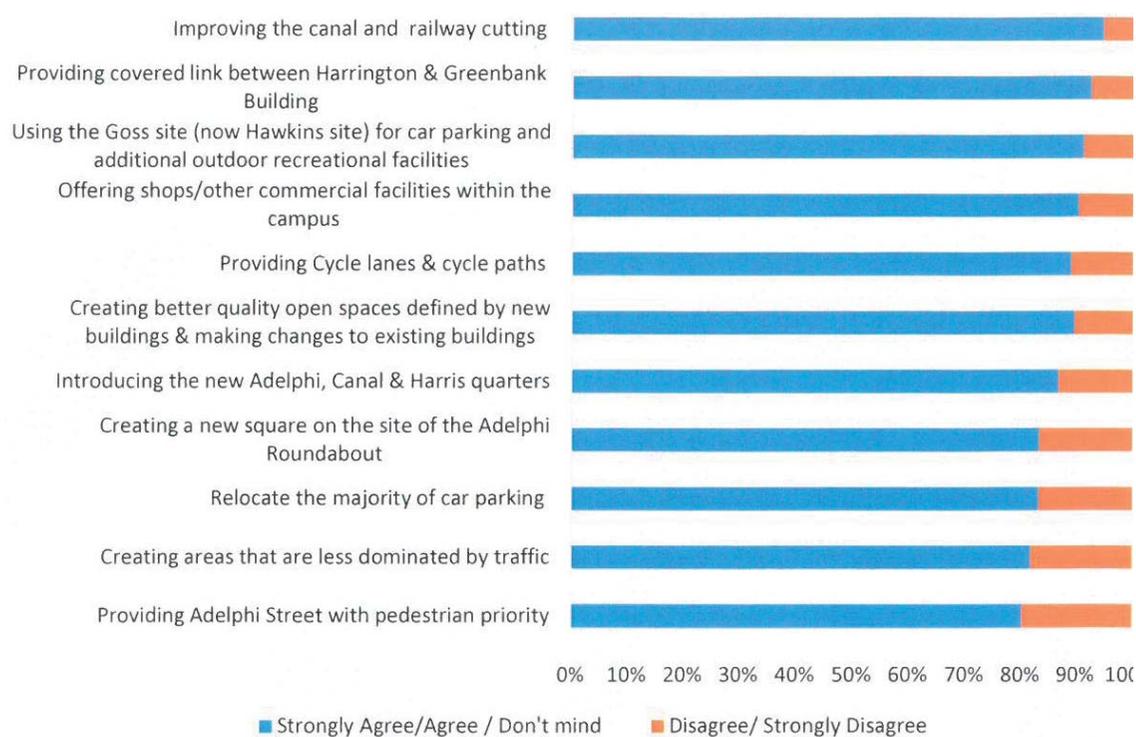
- Strongly Agree
- Agree
- Don't Mind
- Disagree
- Strongly Disagree

## 2.2 SUMMARY OF RESULTS

The proposals generating the highest level of support in order of the level of agreement expressed are shown in the graph below.

The results show that the overall level of response in support of the Masterplan proposals is very positive however, the University recognises the importance of listening to and considering the concerns that have also been raised by neighbours and stakeholders, expressed both through the results of this survey and also at the public engagement events.

UCLan's response and future intentions reflect careful consideration of the feedback received and are detailed alongside some examples both supporting the change and comments of concern.



Graph showing the feedback responses in order of the extent to which respondents agreed with each proposal

## 2.3 IMPROVING THE CANAL AND RAILWAY CUTTING

Expressions of support for this change:-

**95% of respondents 'Strongly Agree/Agree/ Don't Mind'**

- **Greenery:** Landscaped walk with seating, wild flowers to attract wildlife, a green area with no buildings, a lot of native plants and trees, bird boxes and bug houses. This needs to be a safe area, with LED security lighting, CCTV and a security presence. Seating would encourage people to go and sit and read and eat lunch.
- **Bike Paths/Footpaths:** The canal path could be used as a pedestrian area for short cuts to walk around that area.

Concerns raised about making this change:-

**5% of respondents 'Disagree/Strongly Disagree'**

- **Consultation:** Need to approach and consult with those who live right next to this area to help develop proposals from the very outset. The old canal land behind Maudland bank should not be altered as this is green space. The residents were told not too long ago that UCLan would not be able to purchase this for their use.
- **Noise pollution:** The redevelopment of the basin area is fine as it is very overgrown but the current grass area is fine for local people. Residents do not want this being taken over by students - especially in the evenings and weekend. Concerns raised over noise pollution, rubbish, drinking and vandalism.

**UCLan's response:** "The University is committed to working with Network Rail in improving wasteland in and around the tunnel and railway track area. This could significantly enhance the landscaping and accessibility of this green space. It is also recognised from comments received and following discussions with local residents at public events that the infilled canal to the rear of Maudland Road houses is currently seen as a quiet space that separates the University campus from local residential areas.

The University still wishes to improve this area however, there are no confirmed plans and this will be subject to further discussions with local neighbours and stakeholders to develop designs that reflect and address key issues and concerns”.

#### 2.4 PROVIDING A COVERED LINK BETWEEN HARRINGTON AND GREENBANK BUILDING

Expressions of support for this change:-

**93% of respondents ‘Strongly Agree/Agree/Don’t Mind’**

- **Improving facilities:** Students can relax in different areas without feeling the need to buy something in a café, a space to just sit down, linger and socialise.
- **Quality of the link:** This is great considering the local weather, needs to be constructed so that it doesn’t look grimy and is also a safe space to be in.

Concerns raised about making this change:-

**7% of respondents ‘Disagree/Strongly Disagree’**

- **Energy:** These extensions will increase the energy consumption of the university and so this should be mitigated where possible. Ensure they are very energy efficient and don’t hinder maintenance of existing buildings. Use quality long life materials.
- **Further building:** More building that will alienate the residents of Preston which could lead to resentment that the students are taking over the City Centre. Need to consider local residents as well as students.

**UCLan’s response:** “It is recognised that the design of this multi-floor link needs to provide high levels of daylight while feeling open and inclusive for all users. It is essential that the adjoining facades of Harrington and Greenbank are carefully considered for ventilation and light”.

#### 2.5 USING THE GOSS SITE (NOW KNOWN AS FYLDE ROAD), FOR CAR PARKING AND ADDITIONAL OUTDOOR RECREATIONAL FACILITIES

Expressions of support for this change:-

**91% of respondents ‘Strongly Agree/Agree/Don’t Mind’**

- **Campus appearance:** Relocation of car parks to the periphery of the site will dramatically improve the look of the campus and will also offer up several large areas for development. Great idea.
- **Healthy:** This is a very positive move, provides more campus space and means staff and students have the opportunity to get active.
- **Centralised:** Car parking facility in one space reducing time driving around campus.

Concerns raised about making this change:-

**9% of respondents ‘Disagree/Strongly Disagree’**

- **Wider parking issues:** Will not address the wider parking problem that impacts on residents.
- **Safety:** Concerns that the multi-storey parking and the off campus parking will make late night working and therefore lone access to the car parks dangerous for staff who drive.
- **Disabled access:** No mention of disability parking.

**UCLan’s response:** “There is unanimous support for the recreational sport facilities, however in moving car parking to this location the University recognises and will address safety as a priority concern with improvements to CCTV and lighting.

Throughout the campus there will still be accessible parking for disabled users and deliveries”.

## 2.6 OFFERING SHOPS/OTHER COMMERCIAL FACILITIES WITHIN THE CAMPUS

Expressions of support for this change:-

**91% of respondents 'Strongly Agree/Agree/Don't Mind'**

- **Facilities:** Will make the campus more vibrant.
- **Links to the City:** More cafes - places to eat and drink - could potentially attract people shopping in the City Centre to come to the university. This will, in turn, create more links between the Campus and City.
- **New Businesses:** Opportunities for small businesses to set-up in spaces across the campus and opportunities for graduates to set up their businesses with support and create a more vibrant atmosphere.

Concerns raised about making this change:-

**9% of respondents 'Disagree/Strongly Disagree'**

- **Night:** Night life and the impact on local residents needs to be carefully considered.
- **Anti-social behaviour/Safety:** The facilities - whatever they are - should not attract antisocial behavior. Teaching goes on until 21.00 and so issues of noise or antisocial behaviour need to be considered if outlets are open into the night and serve alcohol. Safety accessing car parks at night needs to be considered.
- **Competition:** The shops shouldn't compete with existing businesses in the City Centre.

**UCLan's response:** "The University recognises the extensive range of retail facilities that our staff, students and visitors wish to conveniently access, however it is essential that the range on offer avoids any issues associated with anti-social behaviour because we want a campus that is welcoming for all.

Where possible we are also looking to accommodate existing commercial businesses that operate in properties directly impacted by the Masterplan".

## 2.7 PROVIDING CYCLE LANES AND CYCLE PATHS

Expressions of support for this change:-

**89% of respondents 'Strongly Agree/Agree/Don't Mind'**

- **More urban cycles lanes:** For safety reasons, suggest the introduction of more urban cycle lanes are accompanied by a method of securing greater compliance with regulations.

Concerns raised about making this change:-

**11% of respondents 'Disagree/Strongly Disagree'**

- **Number of cycle paths:** Concerns about the number of paths in place already and how cyclists don't always give way to pedestrians. Also concerns about the width of the highway to allow for space for cycle lanes.

**UCLan's response:** "The University considers that it is essential for any new cycle lanes and paths to be designed in such a way that benefits cyclists rather than the addition of cycle lanes on highways which lead to low usage and can cause frustration to all road users".

## 2.8 CREATING BETTER QUALITY OPEN SPACES DEFINED BY NEW BUILDINGS AND MAKING CHANGES TO EXISTING BUILDINGS

Expressions of support for this change:-

**90% of respondents 'Strongly Agree/Agree/Don't Mind'**

- **Front door to the University:** A much more identifiable face to the city, Fylde Building is not attractive and opening up the site will be beneficial. A strongly defined central hub that people know where to go to.
- **Design:** Keep it nice, no concrete walls, need large windows for natural light and openness, clear signage for visitors and the finishes to be distinctive and of a high quality. New buildings to have some real architectural merit.

- **Culture:** It would be great to include more art spaces, e.g. galleries.
- **Wifi:** Develop seamlessly to cover the entire campus including outdoor areas.

**Concerns raised about making this change:-**  
**10% of respondents 'Disagree/Strongly Disagree'**

- **Safety:** Lighting and safety if alone.
- **Parking:** Where will visitors to the main reception (Library) park?
- **Access:** Access needs of Deaf people and service vehicles.
- **Cost:** Not to be at the expense of maintaining the existing estate.

**UCLan's response:** "There is a high level of positive support for the Masterplan new buildings linked to refurbishments of the existing estate and new quality open spaces. The University recognises that the majority of feedback is centred around the need for high quality design that provides architectural merit whilst ensuring we create great spaces for staff, students and visitors to enjoy whilst at UCLan. The Masterplan will be prioritising the new Engineering Innovation Centre and the extension to the library (Hub Building on the new Square) and feedback supports the need for these new facilities".

## 2.9 INTRODUCING THE NEW ADELPHI, CANAL AND HARRIS QUARTERS

**Expressions of support for this change:-**

**87% of respondents 'Strongly Agree/Agree/Don't Mind'**

- **Identity:** Gives identity to the various parts of the campus, which can also be used by the wider community. Very European, the city council should follow the same idea with districts within the city... fantastic idea.

- **Naming:** Proposal to name the zones after famous Prestonians – e.g. Finney Quarter, Benson Quarter, Horrocks Quarter? What about returning to very old Preston terms and calling them gates? Eg Friar gate and Fisher gate... Listing the building names on Google maps would be very useful.
- **Identification:** The current zones are very confusing and not related to their geographical location. This new proposal is more suited for helping identify the location of a building.

**Concerns raised about making this change:-**  
**13% of respondents 'Disagree/Strongly Disagree'**

- **Change:** Current system works extremely well, why fix something that isn't broken? Existing students may find this difficult to grasp.
- **Quarters:** Only have 3 quarters, maybe quarters is not the best name?

**UCLan's response:** "The feedback on this proposal was mixed, with approximately one-third of respondents not expressing a particular view. The University recognises that the present zoning of the campus based on colours could be improved and will focus on improving the existing zone names to Harris, Media, Library and Harrington zones.

## 2.10 CREATING A NEW SQUARE ON THE SITE OF THE ADELPHI ROUNDABOUT

**Expressions of support for this change:-**

**83% of respondents 'Strongly Agree/Agree/Don't Mind'**

- **Modern:** More appealing as a campus and make the entire city more modern and pedestrianised. Cosmopolitan feel will make it more inviting to everyone.

- **Style:** A Parisian style square with restaurants and cafes to enjoy.
- **Disability friendly:** Space should be safe and fully accessible taking account of visually and physically impaired pedestrians.
- **Somewhere for everyone:** A safe space for all to use, a culture and religious zone, having an area for people to sit and talk. A sensory area such as a garden for disabled users.
- **Flexible space:** Outdoor concerts, good if marquees could be erected - ie provide ground fixings options.

**Concerns raised about making this change:-  
17% of respondents 'Disagree/Strongly Disagree'**

- **Impact on traffic:** Volume of vehicle traffic that passes through this part of town to access the town centre or the major through routes to the south east and south west. Effect of displacing traffic onto other less direct and equally congested routes through Preston.
- **Detailed plans:** Need to see detailed plans on how it will work. It's a busy junction and unclear how proposals will work.
- **Change:** Happy with the way things are.

**UCLan's response:** "The University recognises that to create a new square the design of the surrounding highways must be such that it does not create increasing traffic congestion. It also needs to provide easy access for all sections of the community, disability friendly with facilities that create a safe environment and caters for people using the space both during the day and in the evenings.

A significant number of comments relate to the new square having a flexible purpose, being suitable for outdoor events with the right mix of commercial and retail offering to compliment the new open space". The square is also located in the heart of a local community and so the space needs to create a sense of social cohesion between the University and the wider community of Preston City.

## 2.11 RELOCATE THE MAJORITY OF CAR PARKING

### Expressions of support for this change:-

#### 83% of respondents 'Strongly Agree/Agree/Don't Mind'

- **Disabled Parking:** As long as there are enough disabled bays for those of us who cannot walk far and hold Blue Badges etc.

### Concerns raised about making this change:-

#### 17% of respondents 'Disagree/Strongly Disagree'

- **Safety:** The periphery is not considered to be safe / thefts from cars.
- **Residents parking:** Is there going to be any parking for residents?
- **Capacity:** There will probably still be the same number of parking spaces but it will simply be relocated on the campus. It will not address the wider parking problem.

**UCLan's response:** "Some feedback has indicated that as a preference additional parking would be beneficial for students and to reduce parking on-street close to the campus. However the University recognises this is not in accordance with planning policy to increase car parking and it may lead to increased vehicle traffic. The University will ensure that parking is available in and around the campus for disabled, visitors and deliveries and ensure that relocated parking is well lit and provided with CCTV".

## 2.12 CREATING AREAS THAT ARE LESS DOMINATED BY TRAFFIC

Expressions of support for this change:-

**81% of respondents 'Strongly Agree/Agree/Don't Mind'**

- **Weekends:** At the weekend it might make walking to town nicer.

Concerns raised about making this change:-

**19% of respondents 'Disagree/Strongly Disagree'**

- **Longer journeys:** Commuting traffic drives through the University area using it as a common route to and from work. The proposed changes will make journeys longer, and the negative impact of this on commuters.
- **Street parking:** Long term street parking by students impacting on local residents.
- **Inward facing:** The campus is inwardly facing surrounded by car parking making it virtually a student only area to the detriment of Preston.

**UCLan's response:** "The University recognises concerns being raised about the future design of the Highways and the plans to amend the carriageways to Shared-Surface design, as such we will be working closely with Lancashire County Council to ensure the highway network is fit for purpose. The majority of respondents support the proposals with recognition that this is an element of the overall improvement to the complete campus".

## 2.13 PROVIDING ADELPHI STREET WITH PEDESTRIAN PRIORITY, INCORPORATING SHARED SPACE AND BUS ONLY ACCESS FROM VICTORIA STREET TO HARRINGTON STREET

Expressions of support for this change:-

**80% of respondents 'Strongly Agree/Agree/Don't Mind'**

- **Cyclists:** Anything that helps to encourage cyclists is great.
- **Signage:** Motorists need a clearly signed alternative route.
- **Proposal:** Could this not be extended along the entire length of Adelphi Street perhaps?
- **Improvement:** Preston has for far too long been dominated by the car rather than the pedestrian and I think this has been very detrimental to the city and makes it a much less inviting place to visit.
- **Access:** Need for disabled driver access to buildings with dedicated parking spots.

Concerns raised about making this change:-

**20% of respondents 'Disagree/Strongly Disagree'**

- **Displaced traffic:** Will cause traffic congestion over a wider area. Need to ensure this just doesn't move the traffic from Adelphi Street elsewhere and create problems there.
- **Safety:** Concerns over the safety of shared space, including hazardous for blind and deaf students and visitors.
- **Accessibility:** More difficult to access the town centre.

**UCLan's response:** "The University has received a small quantity of feedback that the change of priority to a part of Adelphi Street may make journeys more difficult for motorists. However it is also recognised that public transport, walking and cycling need to be improved to change the way in which people move around the campus and feel safe and to do this motor vehicle traffic needs to be less-dominant. The University will ensure that the change in priority and design of highway changes takes full account of improving overall sustainable traffic solutions".