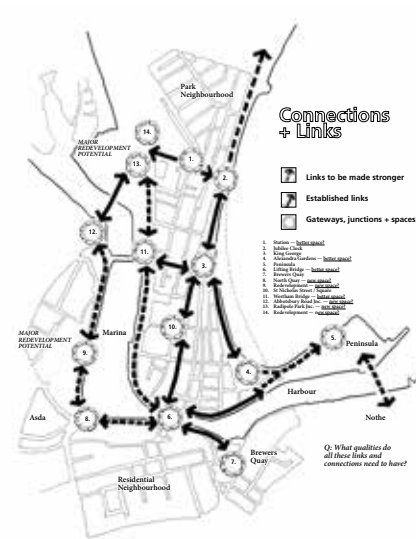


SECOND WORKSHOP

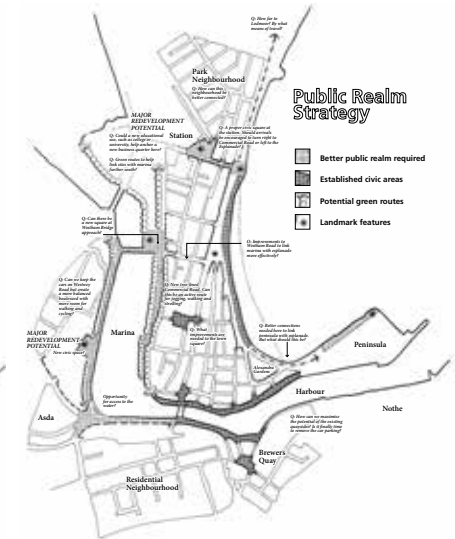
Overview of results from the public workshop 21.11.14

At the second workshop, participants were presented with four plans that were based directly on the outcomes of the first workshop. These set out a series of connections and links (01), a draft public realm strategy (02), a series of walkable circuits (03) and a set of inter-linked character areas (04). The purpose of these plans was to stimulate debate and discussion about the future changes that may or may not be appropriate for Weymouth town centre.

The connections and links drawing shows the better developed streets and roads that operate fairly successfully at present (solid lines) and those that could be improved (dotted lines). These changes could include reducing traffic congestion and creating a better balance between pedestrians, bicycles and cars. The plan also showed how junction spaces, civic squares and other spaces within the town centre could be linked together to form a legible network.



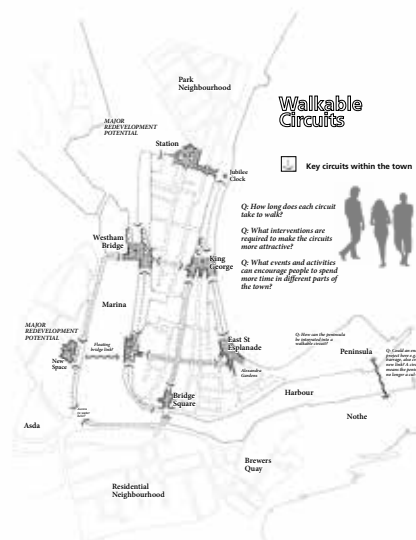
01 Connections + Links



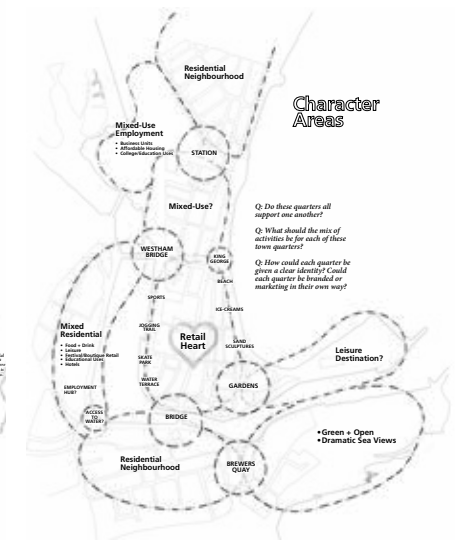
02 Public Realm Strategy

The public realm drawing indicates areas suitable for new street tree-planting, new public squares and possible areas for new and improved paving. A key component of this drawing was just how much potential Westway Road and Commercial Road have in the creation of a “two bridges loop” — an attractive 1.5 kms walking and cycling loop between Westham Bridge and the lifting bridge.

The existing areas of attractive quaysides in Weymouth almost all lie to the east of the lifting bridge but this relatively limited quantity of such high quality areas could be more than doubled through the careful transformation of Commercial Road and Westway Road into top quality waterside streets. The walkable circuits drawings highlights these opportunities in more detail.



03 Walkable Circuits



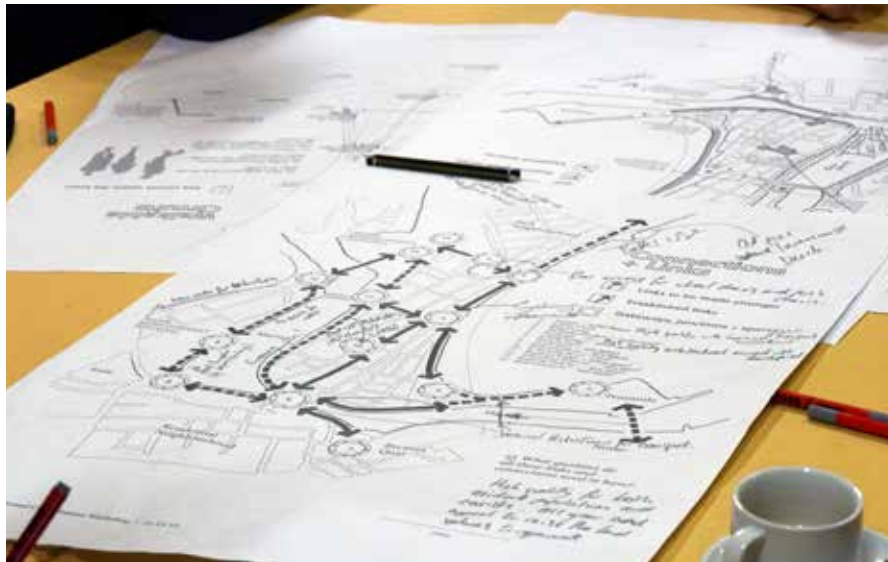
04 Character Areas

The character areas drawing pulls together ideas about land use and focal areas of activity into an image of the town centre that was tested and challenged by workshop participants. The workshop concluded with an exploration of various themes in place-making, including how third sector organisations can become more involved, and what this might mean in the context of Weymouth town centre.

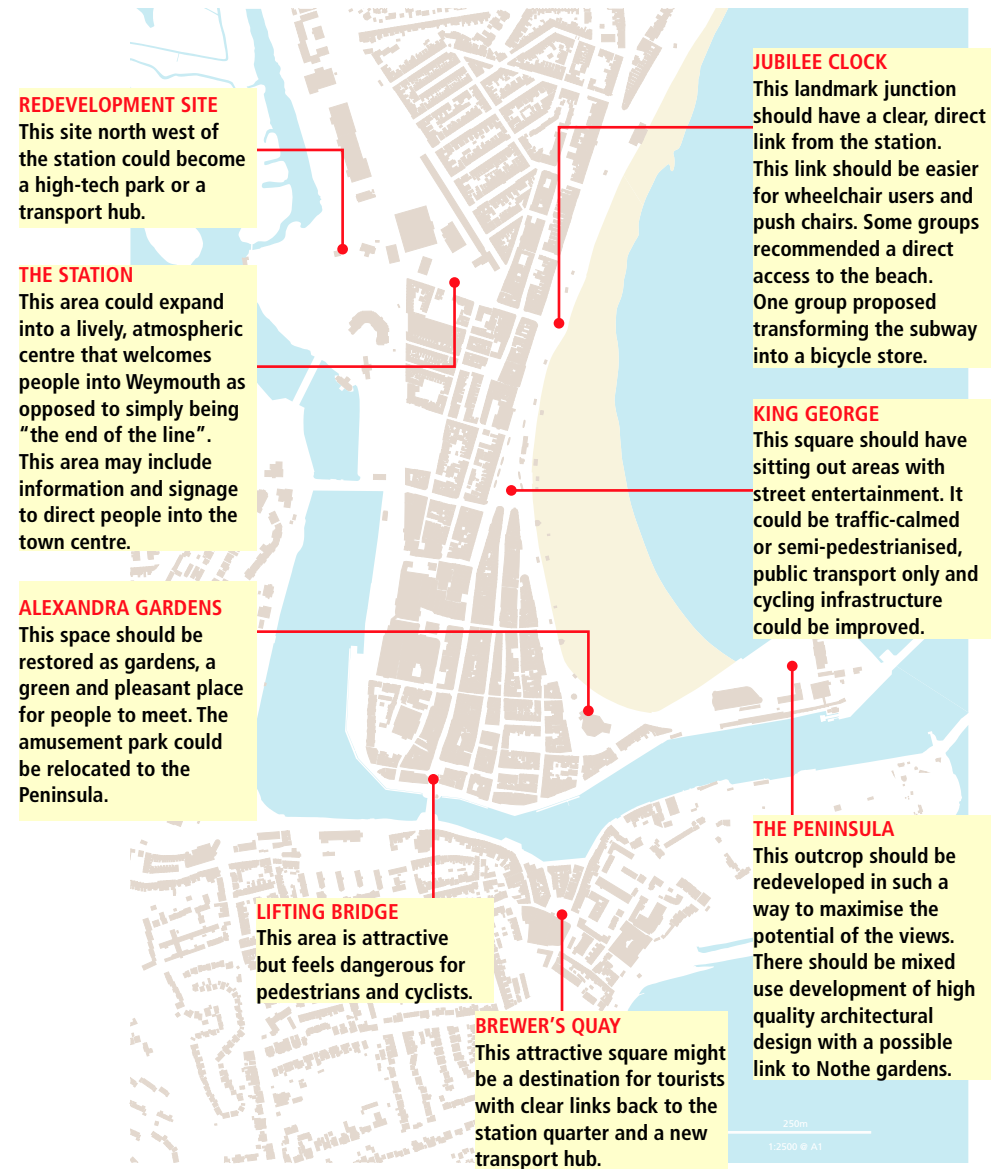
Connections + Links

What qualities do all these links and connections need to have?

- Key junctions and decision-making points should feature a legible map, designed as an attractive feature. Key spaces also need more shelters and comfortable seating for resting and protection on cold or rainy days.
- Many participants consider that the links and connections identified need improvements to create a proper integrated network of routes. For example, a land train or tram, dedicated routes for cycling, running and roller skating trails by the water and water taxis between the marina to the harbour.
- The car parks should be tree-planted and landscaped although there was a strong desire to retain car parking for hotel visitors.



Connections + Links Workshop groups were presented with a plan showing key links and connections within the town centre and asked a series of questions about what this might mean.



Connections + Links Summary of key results from the second workshop.

Public Realm Strategy

Ideas that came forward during the workshop to help animate Weymouth's public realm included pop-up shops, better street lamps, a floating attraction on the harbour, water-taxis and jogging trails to inspire and encourage health and fitness. This last idea could include mileage markers along circular routes using both bridges. New cultural attractions should be encouraged, such as comedy clubs and new food and drink venues.

01 WHAT IMPROVEMENTS ARE NEEDED TO THE TOWN SQUARE?

Ideas included a Christmas, farmer or weekly markets. These could be located on either St. Marys Street or St. Thomas Street. There could be short-term parking for residents to "pop in and out" of town. There is often a conflict between pedestrian and cars, with dangerous junctions and tight corners.

More of the town centre could be pedestrianised. The grid of streets in the centre is currently viewed simply as a set of links to get from one area to another but these could include seating, art or activities to make these routes more place-like.

02 A PROPER CIVIC SQUARE AT THE STATION. SHOULD ARRIVALS BE ENCOURAGED TO TURN RIGHT TO COMMERCIAL ROAD OR LEFT TO THE ESPLANADE?

The majority of visitors, particularly during the summer months, tend to turn left onto the Esplanade. However, only about third of the beach gets used therefore something is needed to get visitors to use the other two thirds.

Tourist information and better signs might encourage visitors to turn right onto Commercial Road. This could be include bike

hire and improved pedestrian crossings as the road currently acts as a barrier. A local history museum near to the station was proposed.

03 NEW TREE LINED COMMERCIAL ROAD. CAN THIS BE AN ACTIVE ROUTE FOR JOGGING, WALKING AND STROLLING?

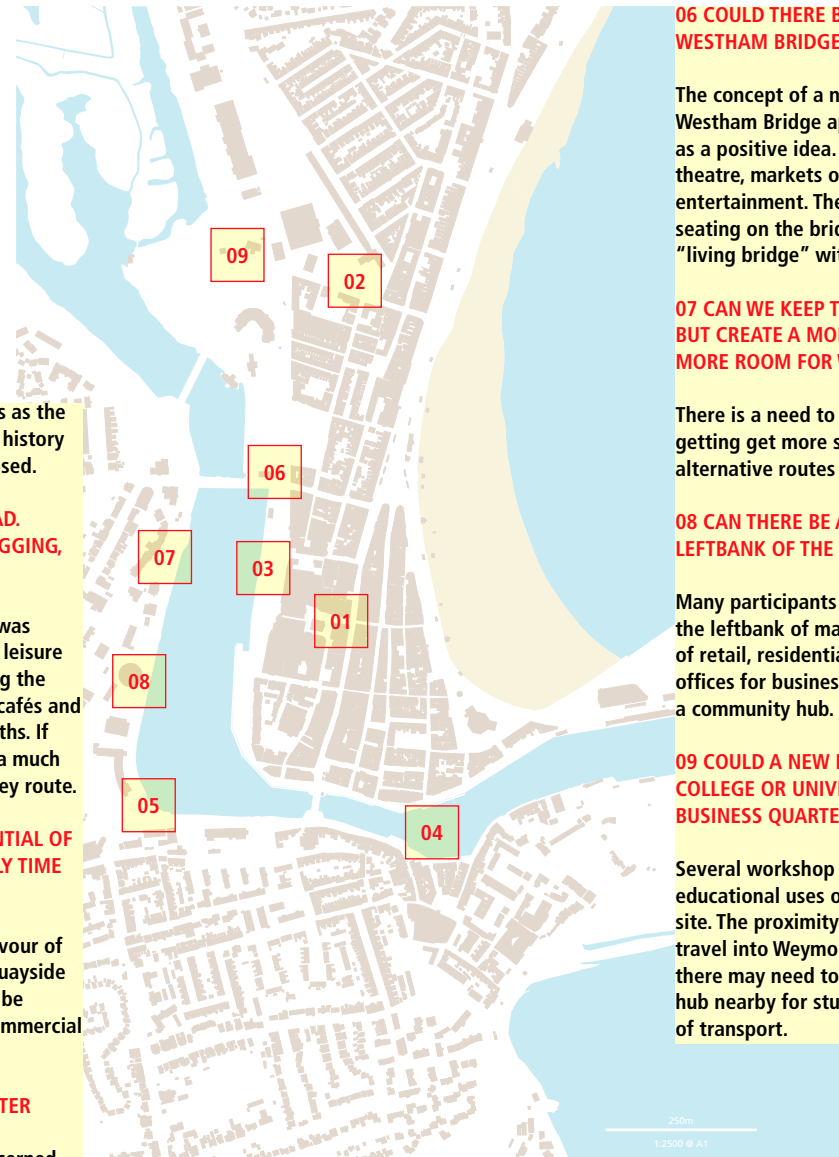
Tree-planting along Commercial Road was seen as a positive step to encouraging leisure activities and active travel modes along the route. Other ideas included pavement cafés and pop-up kiosks during the summer months. If implemented, these could help create a much more positive atmosphere along this key route.

04 HOW CAN WE MAXIMISE THE POTENTIAL OF THE EXISTING QUAYSIDES? IS IT FINALLY TIME TO REMOVE THE CAR PARKING?

The majority of participants were in favour of removing car parking directly on the quayside but argued that a limited amount may be needed to access hotels and service commercial fishing boats.

05 OPPORTUNITIES FOR ACCESS TO WATER

Many workshop participants were concerned about the cleanliness of the water in the marina but felt that more could be done to provide access to the water.



Public Realm Nine key areas of change highlighted across the town centre.

06 COULD THERE BE A PUBLIC SQUARE AT WESTHAM BRIDGE APPROACH?

The concept of a new public square at the Westham Bridge approach was widely received as a positive idea. The space could host open-air theatre, markets or events with live music and entertainment. There could also be dedicated new seating on the bridge. The bridge should become a "living bridge" with much higher levels of activity.

07 CAN WE KEEP THE CARS ON WESTWEY ROAD BUT CREATE A MORE BALANCED BOULEVARD WITH MORE ROOM FOR WALKING AND CYCLING?

There is a need to reduce traffic, perhaps by getting get more southbound traffic onto alternative routes and corridors.

08 CAN THERE BE A NEW CIVIC SPACE ON THE LEFTBANK OF THE MARINA?

Many participants felt that a new civic space on the leftbank of marina could be framed by a mix of retail, residential accommodation and modern offices for businesses. This site could also become a community hub.

09 COULD A NEW EDUCATIONAL USE, SUCH AS A COLLEGE OR UNIVERSITY, HELP ANCHOR A NEW BUSINESS QUARTER NEAR THE STATION?

Several workshop groups were in favour of educational uses on the potential redevelopment site. The proximity of the station allows students to travel into Weymouth from further afield. However, there may need to be a transport interchange or hub nearby for students to arrive via other modes of transport.

Walkable Circuits

How long does it take to walk each circuit?

It takes around 10-15 minutes to walk to the different circuits that link the quarters that comprise the town centre. It also takes 20-30 minutes to walk from Lodmoor Park to the heart of the town centre.

What interventions are required to make the circuits more attractive?

The majority of ideas focused on access and movement and getting around the circuits more freely and easier. The most common suggestions involved greater use of bicycles. Specific comments suggested bicycle hubs, cycle hire docks at several points around the town, including the park and ride out of town.

One group suggested a cycle circuit starting from the Park Neighbourhood, along the Esplanade to the Peninsula; from the Peninsula to the Lifting Bridge Square, from Bridge Square along the Marina to Westham Bridge and back towards the Park Neighbourhood. There should also be good cycle infrastructure connections between Brewers Quay to Lifting Bridge Square and between Westham Bridge and the Jubilee Clock junction via the station. This particular circuit is estimated to take about an hour when walked at a leisurely rate.

Other access and movement suggestions included the use of land trains. There could be a “transport hub” or interchange located near to the railway station where different modes of transport can be accessed. Some groups considered public art installations as a way of making these circuits more attractive and recommended Commercial Road as a place where this could be most effectively used.

Some participants felt that these circuits might attract more people if they included shelters and good quality street furniture, inviting more people to stay, especially during the winter months. Other comments specified a “slope park” — for skaters and BMX bikes — at the potential new space on the left bank of the marina or pavement fountains next to the Jubilee Clock.

How can the Peninsula be integrated into a walkable circuit?

Many participants felt that if the Peninsula can be better accessed with a variety of transport modes, it could become “destination”. However, it should not be identified simply as a destination but rather as a “junction” — as a location to access a water taxi or boat, a land train or a link over the water to Nothe gardens to the south. The Peninsula has the potential become a destination for everyone.

Many participants were concerned about the volume of traffic around the town centre at present. Whereas some believed that only public transport should be allowed to travel around the town centre, other groups believed that traffic would not be as great a problem as it is now, if parts of the town centre. There is a need for a greater number of “shared spaces” with a better public realm for both pedestrians and vehicles. More attractive and appealing public spaces, with high quality landscape. The concept of a tree-lined boulevard between the station to Westham Bridge had particular support.

What events and activities can encourage people to spend more time in different parts of the town?

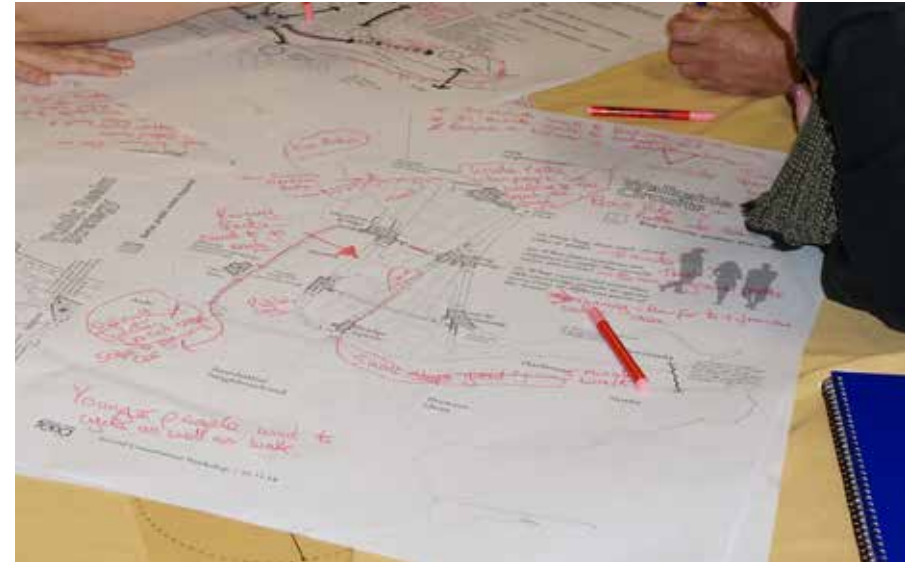
Fitness trails, skate parks on the peninsula and free Wi-Fi around the town centre were all suggested as a means of getting people to stay for longer. Also, “pop-up” events such as street art, music, food and street theatre around the retail heart.



Images of Other Places The second workshop included a variety of images of other places that perhaps exhibit the qualities that Weymouth could aspire to in its areas of change. The images also included public realm and building typologies that could be appropriate in certain character areas, such as boardwalks and pavilions on the water’s edge.



Walkable Circuits Summary of the spaces and links discussed at the second workshop. There was a general consensus that more could be done to encourage walking and cycling across the town centre and that the introduction of a new civic space on the left bank of the marina could help animate the loop between the two bridges.



Walkable Circuits Workshop groups looked at the opportunities offered by a healthy town.

Character Areas

Do these quarters all support one another?

The majority of participants felt that all quarters shown in the hypothesis plan could support one another if they are better connected with the right access links. This includes a link from between Peninsula to the Nothe, suggested as a long term link possibly integrated into a tidal barrage.

Several groups suggested that all quarters could coordinate their own development but do so independently. For example, the businesses in one quarter could hold its own local consultations and plan its own attractions around its quarter's key identity. These would necessarily involve out-of-season activities to avoid reliance on summer trade only. One group stated that there should be a balance of uses for all people in each quarter and be a part of the holistic plan that includes economy, movement and housing.

What should the mix of activities be for these quarters?

The retail core could be intensified so people can continue shop in this vital heart of the town area. This may include the use of school and art groups to animate the streets and spaces in the retail core.

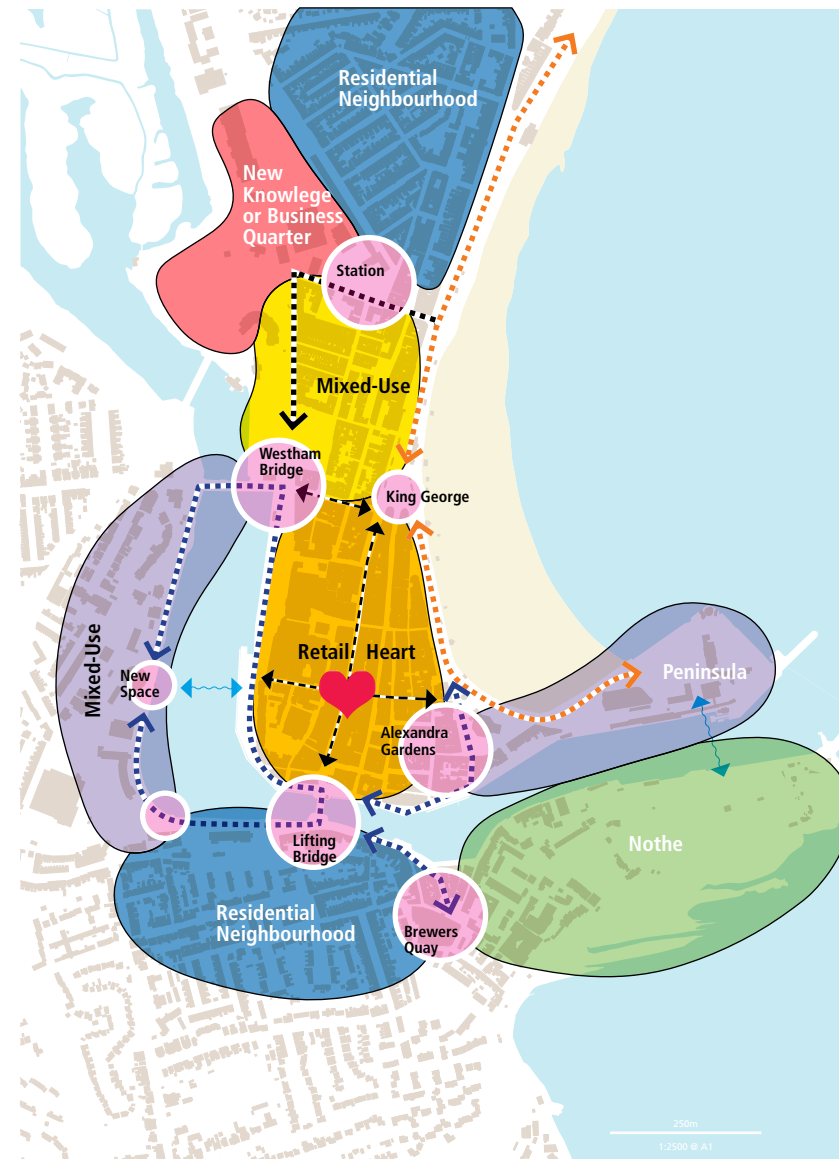
The Peninsula could become a quarter comprising high quality mixed-use designs, including leisure activities and sports that utilise the surrounding water. The amusement arcade could be relocated on the Peninsula from Alexander Gardens, to allow the latter to be restored as a public garden, with a bandstand or amphitheatre for public entertainment.

The potential re-development site in the station quarter could include small cafes and restaurants to keep it alive into the evening and night. At present, there is little in the area for late night train travellers.

Commercial Road could include tranquil seating, wider pavements, “pop-up” culture, public art and water terraces. This public realm quality can be complimented with boutique retail, food and drink. It may include some leisure activities such as jogging or youth-orientated urban sports such as a skate park. There could also be a market along Commercial Road, close to the lifting bridge.

How could each quarter be given a clear identity? Could each quarter be branded or marketed in their own way?

The Peninsula could become a cultural hub with leisure activities such as a skate park and swimming and attractions for young people. It could also have an open stage area for cultural events or sports. The area around the train station could include distinctive public art. Whilst some groups stated that the retail heart should be shopping-only, other groups suggested that retail in this quarter could be integrated with more residential accommodation above the shops. There may be a need for larger format retail stores or branded stores, as the shops in the town centre are often too small and listed as heritage assets, restricting the ability to have them redeveloped and enlarged.



Character Areas Summary of the areas of activity discussed at the second workshop. The new mixed-use quarter on the left bank of the marina could be home to larger format retail uses that complement the town centre retail core. These brands may be linked to outdoor leisure, youth fashion or sports and be a good fit with an active waterside setting.

What Makes a Great Place?

This task broke down the attributes of a great place into four categories; uses and activities, access and links, comfort and image and sociability. Each category had its own “intangibles” — qualities that residents and visitors can feel — and its own set of “measurements” — benchmarks to test the success or otherwise of a great place. Groups were asked to reflect and expand on these ideas and assess how useful they may be in helping to transform Weymouth from a good place to a great place.

Uses + Activities

A great place is **special, real, fun, active and vital, relaxing, atmospheric, enterprising and educational**. Several groups added economic assessments and the number of events as measurements. Features to include to reach “great place” status included a skate park, access to the water, unique boutiques, playgrounds, picnic areas and better public toilets located in more convenient areas.

Access + Links

A great place is **connected, walkable, convenient, accessible and affordable**. One group combined walkable with cycleable. In order to measure these intangibles, Weymouth could have recognised access to Jurassic Coast, disabled access to the beach, a history trail, better transport links to higher education, faster links to cities such as London and Bristol and free Wi-Fi across the town centre, allowing both residents and visitors to use smart phone apps to navigate around the town. The park and ride should operate until later during the summer months.

Sociability

A great place is **welcoming, cooperative, neighbourly, entertaining, traditional and contemporary**. These qualities can be measured through a number of different places that cater to all generations and are available all year round. Ideas included better parks, free Wi-Fi, and more free cultural events. There could also be dedicated areas for young people which are relatively lacking in Weymouth.

WHAT MAKES A GREAT PLACE?

USES + ACTIVITIES

- SPECIAL
- REAL
- FUN
- ACTIVE
- VITAL

Measurements: Property values, land-use patterns, retail sales, business ownership

ACCESS + LINKS

- CONNECTED
- WALKABLE
- CONVENIENT
- ACCESSIBLE

Measurements: Public transport use, parking patterns, cycling levels, pedestrian activity

SOCIABILITY

- WELCOMING
- COOPERATIVE
- NEIGHBOURLY

Measurements: Evening uses, volunteering, street life

COMFORT + IMAGE

- CHARM
- CLEAN
- ATTRACTIVE
- HISTORIC
- SAFE

Measurements: Building conditions, environmental data, street cleanliness, crime statistics

Comfort + Image

A great place is **charming, clean, attractive, historic, safe and with a sense of quality**. These could be measured through building conditions measurements (i.e. the upkeep of historical Georgian architecture) while complementing this with respectful modern architecture. The use of CCTV was suggested as a means of keeping the place safe. If a place is successful and attractive it will bring in more visitors and encourage them to return in the future. One group indicated that a clean place is great for first impressions, helping to enhance its reputation of overall image. The Esplanade and beach huts may have lost their charm and need more attention in the future.

CONVERGENCE OF MOVEMENTS

Environmental Sustainability
 Civil Society
 Democracy Building
 Public Health
 Community
 Community Development
 Smart Growth
 Energy
 Consumption
 Local Food Systems
 Transport
 Land Use
 Local Economies
 Historic Preservation

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Convergence of Movements Facilitators provided feedback to the wider group following the discussion and debate.

Convergence Of Movements

A number movements have been identified in Weymouth that could all assist the transformation of Weymouth by helping implement the master plan. There is a contemporary movement in urbanism termed “place-making” that is deeper and more inclusive than conventional master planning alone. Place-making requires the convergence of many diverse yet complementary groups, organisations and movements to create a successful place that are robust and have a longevity beyond conventional investment and political cycles:

“Place-making is a dynamic human function: it is an act of liberation, of staking claim, and of beautification; it is true human empowerment. Place-making is turning a neighbourhood, town or city from a place you can’t wait to get through to one you never want to leave” — PROJECT FOR PUBLIC SPACES

Below is a list of the different movements and organisations that were identified at the second workshop that could be part of this convergence in Weymouth.

Environmental Sustainability

- RSPB (mentioned three times)
- Dorset Wildlife Trust (mentioned three times)
- Agenda 21
- Dorset Marina Trust
- Natural England
- Environment Agency
- Natural Weymouth + Portland Partnership

Democracy Building

- “WeyForward Wire” — system which gets opinions from the local population.

Civil Society

- Weymouth Civic Society (mentioned three times)
- Police, Fire, Ambulance, Coastguard + Lifeboat
- Taxis such as Wey Cabs, Street Cars + Pats Lines (mentioned twice)

- DCC Park + Ride (mentioned twice)
- First Group Buses
- South West Trains

Community Development

- PACT
- Green Hill Gardens
- Lodmoor Country Park
- Bounce Back Arts
- B-Side Festival

Community

- Charity shops
- Volunteers e.g. Nothe Gardens
- Waterside Weymouth
- Lions
- Rotary
- Scouts (but outside of town centre)
- Various religious groups

Local Food Systems

- Weymouth College (provides meals for local primary schools)z
- Crab House Café
- Oasis Café
- Fish Markets

Local Economies

- Sea Life Centre
- New Look
- Sand World
- Local Angling + Diving

Historic Preservation

- Civic + Conservation Societies
- National Trust South Dorset
- English Heritage Dorset

Culture

- Weymouth Operas
- Weymouth Drama Club
- WOW
- Quay Arts
- Dance Schools
- Sea Song Group
- Gig Club
- Rowing + Sailing

Public Health

- NHS, GPs Surgeries + Pharmacies

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Task 03 Workshop participants used a series of icons to identify the challenges and opportunities associated with the streets and spaces in the town centre.

BENEFITS OF GOOD PLACES

DRAWS IN A MORE DIVERSE POPULATION

More women, elderly + children
 Greater ethnic + cultural diversity
 Support for wider range of activities + uses
 New service, retail and customer niches
 Variation + character in built environment
 Instilled confidence

PROMOTES PUBLIC HEALTH + COMFORT

Reduced crime
 More outdoor physical activity
 More stimulating
 Sense of belonging
 Improved environmental quality
 Feeling of freedom and limitlessness

CREATES IMPROVED ACCESSIBILITY

More walkable
 Safer for pedestrians
 Compatible with public transport
 Reduced need for cars + car parking
 More efficient use of time + money
 Visually attractive destinations
 Greater connections between uses

BUILDS + SUPPORTS THE LOCAL ECONOMY

Encourages small businesses
 More quality goods available
 Higher real estate values
 Local ownership + local value
 More desirable jobs
 Increased local spending and retention of profits
 Reduced need for local government services

NURTURES + DEFINES COMMUNITY IDENTITY

Greater community organisation
 Sense of dedication + volunteering
 Perpetuation of integrity + values
 Reduced necessity for council control + inputs
 Self-managing

FOSTERS MORE FREQUENT + MEANINGFUL INTERACTION

Improved sociability
 Cultural exposure + interaction
 Exchange + preservation of information, wisdom + values
 Reduced race + class barriers
 Feelings of interconnectedness

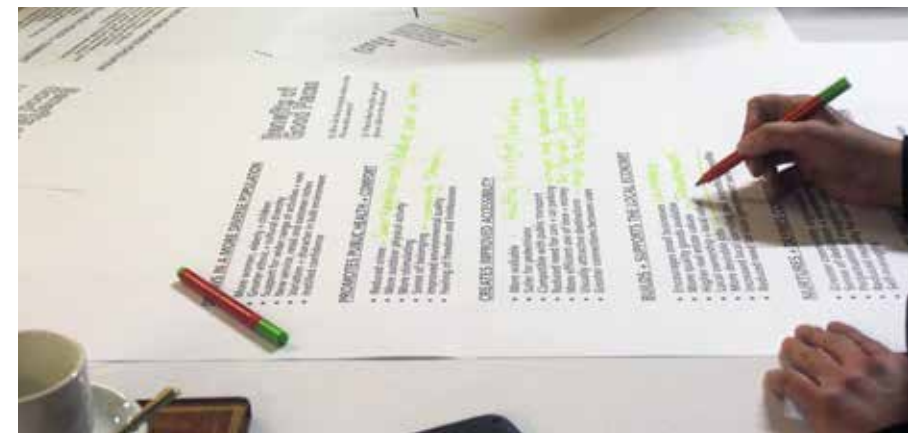
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The Benefits of Good Places

How do these benefits relate to Weymouth context?

A first impression of Weymouth is that of an ageing population. However, the population could become visibly more diverse if it increased its focus on younger people, with greater retail opportunities and leisure activities. An efficient use of time and money could be spent on cultural “pop-ups” such as music and arts and crafts, increasing Weymouth’s appeal as a stimulating and enlivened town, thus attracting more people. Weymouth could become an active, pedestrian-friendly town that promotes residents and visitors to walk or cycle, encouraging a healthy lifestyle and a higher level of well-being.

Weymouth’s retail heart should aim to continue providing niche retail experiences through its variety of local boutique shops. This helps attract people to the town as it is seen as different to typical, “big brand” high streets in other towns. With greater investment Weymouth could encourage small businesses and enterprises to thrive, which could also have the benefit of creating higher land values, increased local ownership and more aspirational jobs. This could help the town retain its more successful individuals.



Benefits of Good Places Workshop participants listed how the suggested benefits of good places could be applied and then realised in Weymouth.

POWER OF TEN

The conclusion of the second workshop introduced the idea of the “power of ten” as means of bringing lots of the ideas under discussion together. Developed in New York by the Project for Public Spaces (PPS) this concept is based around the following values:

“The Power of Ten is a concept PPS uses to start off a place-making process. The idea is that it’s not enough to have just one great place in a neighbourhood, you need a number of them to create a truly lively city or town. It’s not enough to have only one superior neighborhood in a city, you need to provide people all over town with close-to-home opportunities to take pleasure in public life. And, it’s not enough to have one livable city or town in a region, you need a collection of interesting communities.” — <http://www.pps.org/reference/the-power-of-10/>

The type of places that participants wanted to see in Weymouth included:

PLACES THAT ATTRACT YOUNG PEOPLE. These could be leisure areas, parks, skate parks, water sport activities.

PLACES FOR FAMILIES ALL YEAR ROUND. Examples include evening dining areas away from nightclubs with folk music. This may be along the harbour where there could also be family attractions and children’s play areas.

PLACES WITH EVENTS THAT ALLOW BOTH THE YOUNG AND OLD TO CELEBRATE CULTURE TOGETHER. For example, carnivals, music festivals, maritime festivals and lantern parades. There could also be a mixed use entertainment complex.

PLACES WITH “POP-UP” CULTURE. Street art, art trails and markets.

PLACES WITH FOOD + DRINK. A selection of different restaurant giving more variety and choice and frequent food markets.

PLACES WITH A MIX OF HOUSING. To include high end accommodation along the harbour, accommodation for young people and affordable housing.



Power of Ten Summary of the final task at the second workshop. Not all areas reached the target of ten key features but an excellent start was made during the limited time at the workshop. The participants felt that Weymouth needs greater positivity as it has a lot of potential and is an attractive town but lacks an overall vision. This process could help inform a future vision.

DESIGN PRINCIPLES
JANUARY 2015

The following drawings have been prepared to inform the emerging master plan. They interpret the main findings of the two workshops into five key diagrams that will underpin the master plan principles.

BRINGING IT ALL TOGETHER

The two workshops allowed a range of local stakeholders to express their views about the future of Weymouth town centre. The five areas of change were often the focus of this discussion, with groups examining the potential ad opportunities for change that these sites offer.

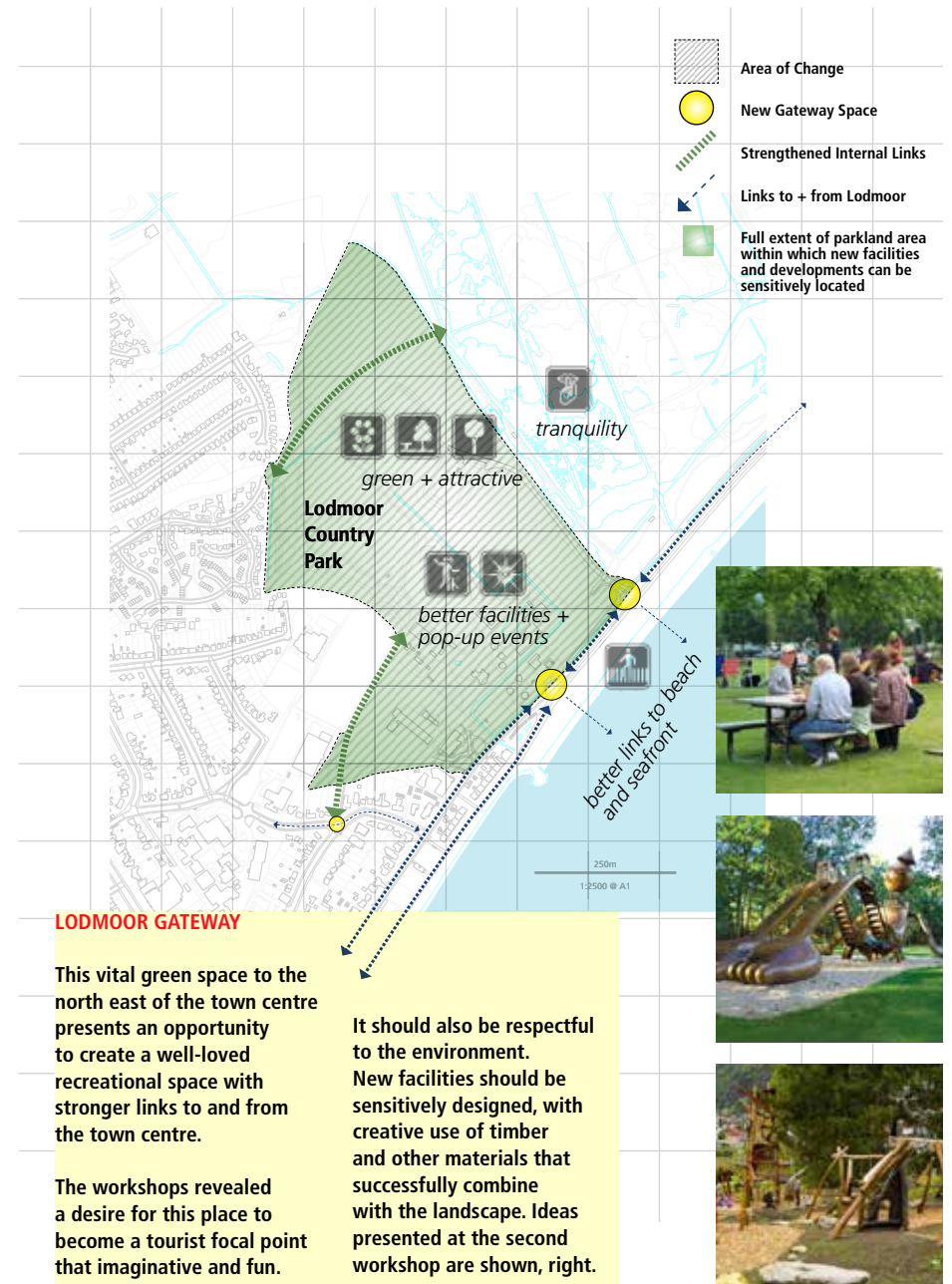
The comments and annotations marked on the plans by the workshop groups have been summarised and recorded in the previous section of this report. In this section, these summary notes have been used to generate a series of design principles diagrams that bring all the main ideas together into a series of plans and diagrams. These diagrams will be critical to the emerging town centre master plan.

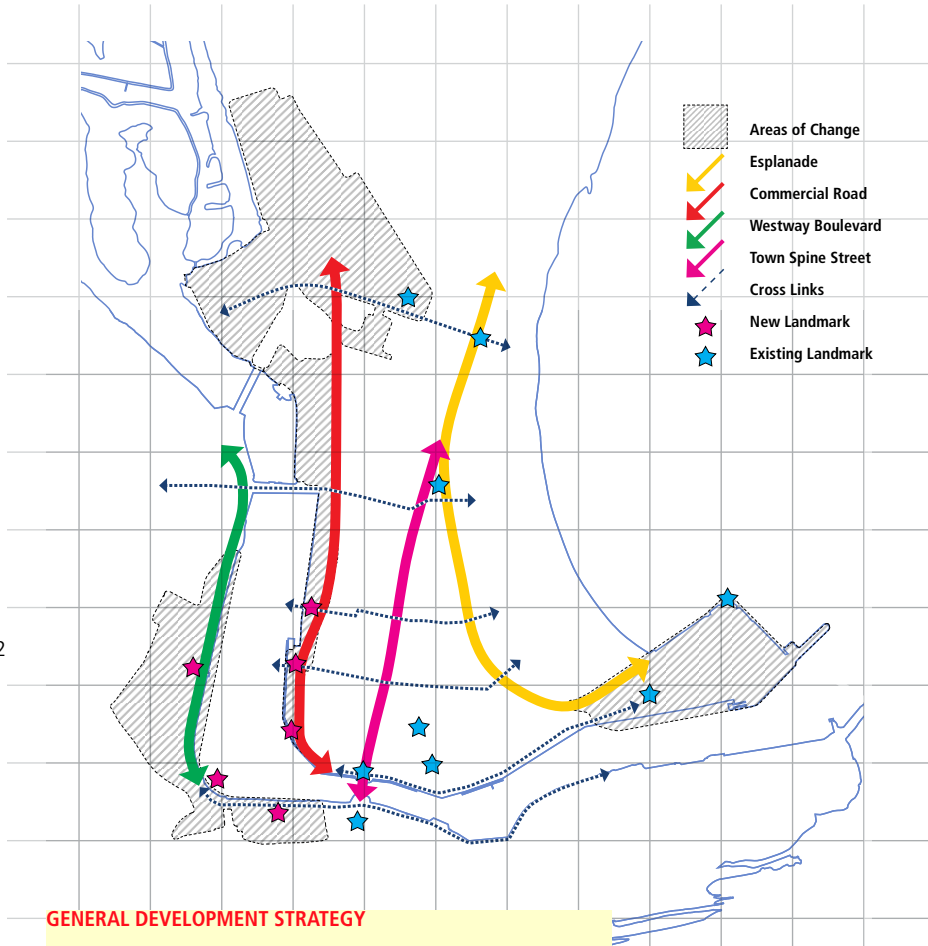
The Lodmoor Gateway area is an opportunity to create an attractive recreational space but this needs stronger links to and from the town centre. The workshops revealed a desire for this place to be both imaginative and fun.

The core town centre elements of the master plan should be structured around four parallel but distinctly different north-south routes, connected together by a set of well-defined east-west routes. A series of positive landmarks and key spaces will be required to help define these streets and create a legible town centre.

The negative impacts of traffic are most keenly felt in the north and the west of the town. It is in these areas that interventions are needed to help make these streets more attractive for walking and cycling while still accommodating car movements. These interventions should include some high profile public realm projects that will help implement a better quality urban experience. The existing quaysides, to the east of the lifting bridge, provide a template for this new public realm. A decision on whether or not car parking remains on the existing quaysides is vital. There was a consensus at the workshops that this should go in order that these areas can maximise their potential as a really great public spaces.

There is also a strong relationship between the areas of change (i.e. the redevelopment sites) and the location of new public realm works. It may be that well designed public realm schemes, if implemented early, can help unlock these sites and allow redevelopment to be accelerated.

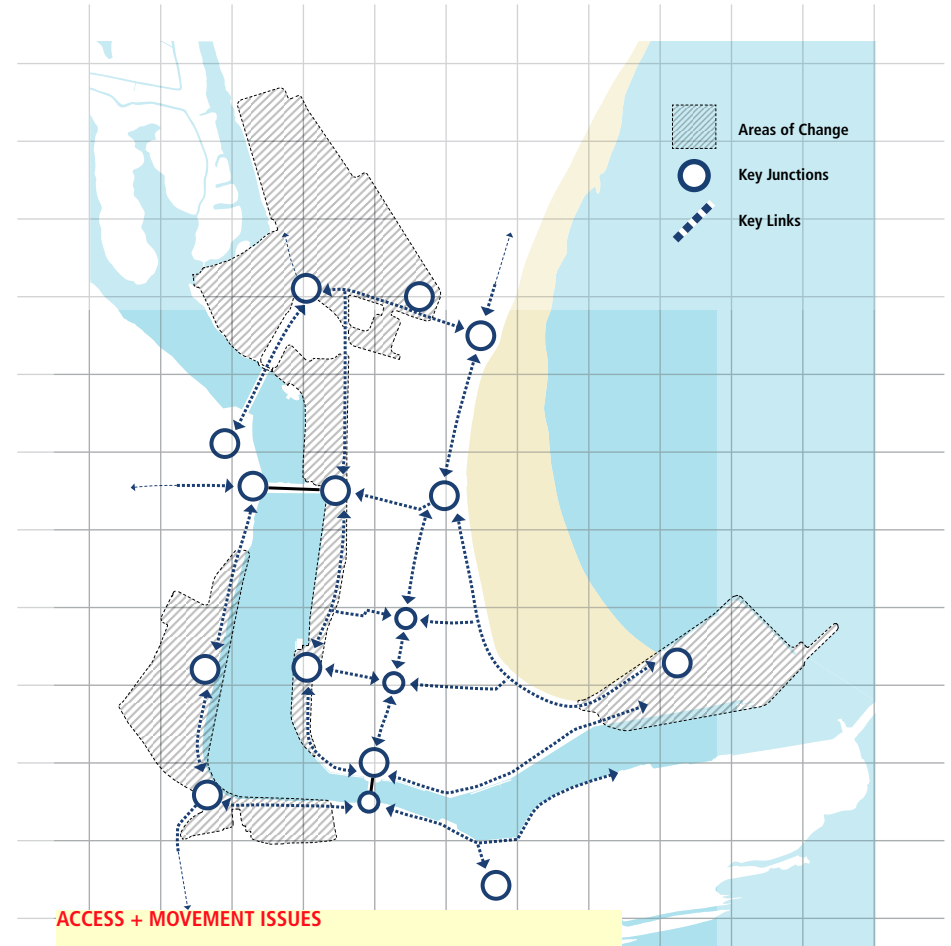




GENERAL DEVELOPMENT STRATEGY

The town should be structured around four parallel but distinctly different north-south routes, connected together by a set of east-west routes. Landmarks and key spaces will be used to help define these streets and create a legible place.

Westway Road should be a balanced, mixed-traffic street (green); Commercial Road should be a modern, vibrant waterfront street (red); the heart of the town should have an enhanced 'spine street' through the retail heart (pink) and the beach front should be accessed from a beautiful Georgian esplanade (orange). New landmark features will be required in the west, to be delivered through new development.

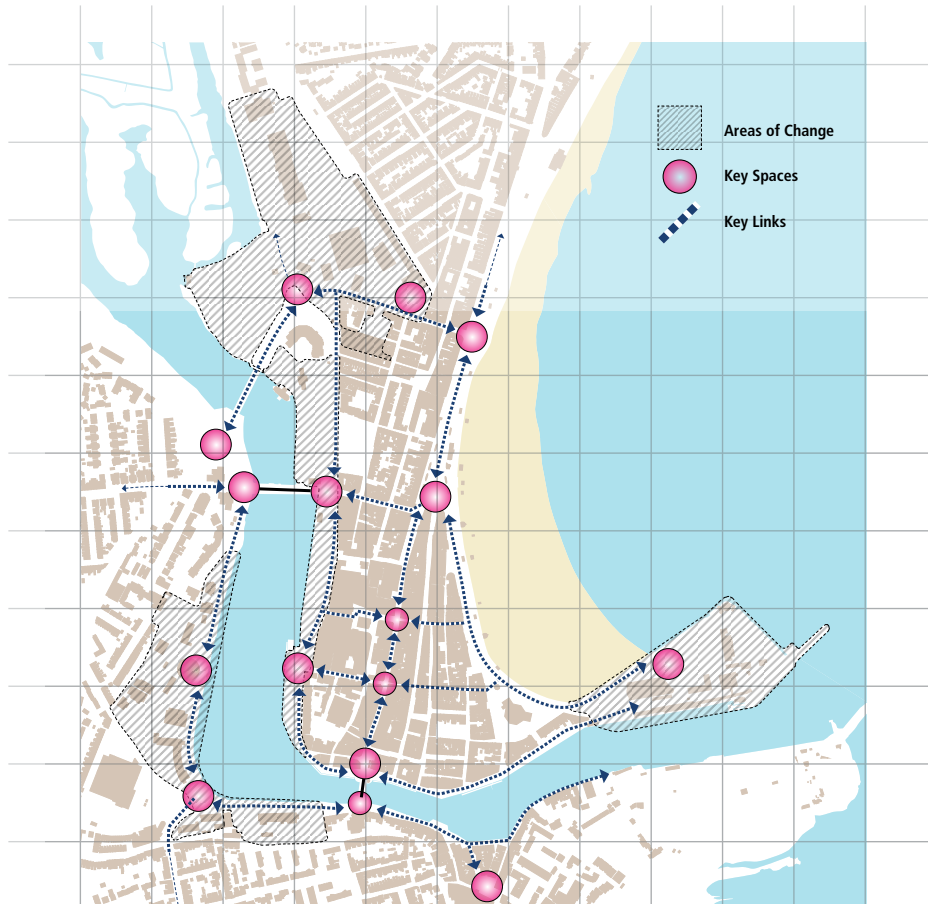


ACCESS + MOVEMENT ISSUES

The negative impacts of traffic are most keenly felt in the north and the west of the town — along Commercial Road, Westway Road and around the station. It is in these areas that interventions are needed to help create conditions that are attractive for walking and cycling while still accommodating car movements.

The central, southern and eastern parts of town already have a better pedestrian realm but require further enhancement. A decision on whether or not general car parking remains on the existing quaysides to the east of the lifting bridge is vital. There was a consensus at the workshops that this should go.

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URBAN BLOCKS, STREETS + SPACES

As development proposals come forward for the areas of change, they must take account of the surrounding urban grain and block structure. This is shown in the 'figure ground' image above. It can be seen that the historic core of the town has a tighter block structure than the peripheral areas, that often lack enclosure and definition.

Development proposals also need to create new or enhanced public spaces in the locations shown (pink dots) together with an appropriate set of linking streets. This expanded network will help deliver a series of connected places that will enhance the town's distinctive identity and character.

250m
1:2500 @ 1:1



PUBLIC REALM STRATEGY

Within the expanded network lies an opportunity for some high profile public realm projects to help implement a better quality urban experience on the ground. The existing quaysides, to the east of the lifting bridge, provide a template for this works.

If Commercial Road and Westwey Road are to be re-imagined as vibrant waterfront streets, then they require wider pavements, new surfaces, high quality finishes, new street tree planting, lighting and other investment in the public realm. Alongside this, there needs to be an enhancement of the town's existing spaces and squares.

250m
1:2500 @ 1:1

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