



Winchester
City Council

COUNCIL MEETING – 25 September 2019

Question under Council Procedure Rule 15(3)

QUESTION 5

From: Councillor Mather

To: The Cabinet Member for Local Economy (Cllr Weir)

“Given the challenges faced in the high streets in the city and market towns, could the Cabinet Member outline the steps being taken to encourage residents to visit our city and town centres and spend?”

Reply

“The district residents’ survey completed in January and February this year found that nearly 50% of respondents visited the city centre at least every week. The main reasons for visiting were retail (70%), food shopping (43%), to visit a café or restaurant (52%) and just a trip out (42%). Just over half (55%) of residents said their normal mode of transport to the city centre was by car, 21% said they walked and 19% used the bus (including Park & Ride services).

A number of activities and promotions are used to attract residents to the City and town centres.

The Market town programme works with Denmead and Wickham parish council in supporting the organisation and promotion of events that bring together local traders and residents. This builds on a number of years of support to maintain vibrant local centres by increasing footfall and trade, encouraging residents to use their local businesses and encouraging different town centre uses. The Denmead Summer Party event has been shortlisted for Community Event of the Year as part of Fuller’s Village of the Year competition.”