

West of Waterlooville Residents Forum Meeting



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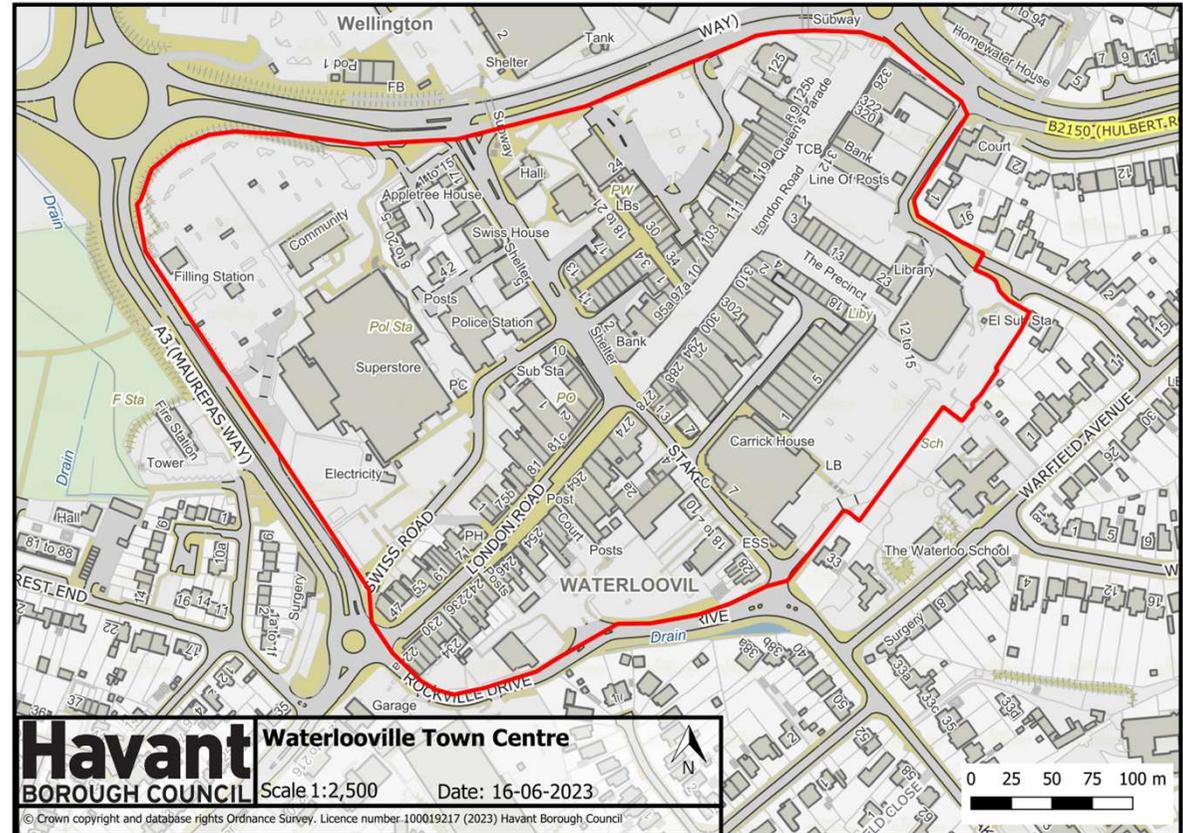
Challenges

- Limited public land ownership in Waterlooville Town Centre
- Property owned by Institutional Investors
- HCC permissions required for land alterations and Public Realm improvements
- Limited demand for Waterlooville Town Centre to attract Brand name retailers and certain Leisure operators.



Vacancy Rates

Waterlooville Town Centre has a vacancy rate of 20%. This is above the national average and equates to 33 vacant shops (includes Wellington Way) in this boundary area



What is a Masterplan?

It's a planning document that sets out:

- a clear realistic Vision for the future role and function of the Town Centre taking account of the wider area, as well as current and potential future viability and market trends.
- a spatial framework (Housing, Retail etc) for the development and regeneration of the town centre.
- a Delivery Plan setting out project phasing, priorities, timescales, delivery approaches and financial viability.



Why we need a Masterplan?

- It shows the Borough's intent.
- Creates a clear vision for development.
- Will help attract Developers and gives confidence to the market.
- Gives the Council more power to acquire property.
- It can facilitate Inward Investment from Government and others.
- It becomes a Supplementary Planning Document.



How will Consultation be carried out?

- Community Events
- Focus Groups
- Webpage on the Council's website
- Regular Newsletters
- Press Releases



Who will be Consulted?

The local community including:

- The general public
- Community forums / panels / networks
- Residents / community / civic societies and associations
- Local businesses and business groups
- Charity and voluntary organisations

Extended Community:

- Landowners, developers and agents
- National and sub-regional interest groups
- General business and industry
- Housing bodies
- Transport bodies



When will the Masterplan be delivered?

- Tender Summer 2023
- Contract awarded October 2023
- Consultation Autumn 2023 to Spring 2024
- Masterplan Published Spring 2024



What's Happening Now?



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Tackling ASB

- Detached youth work provided by Y-Services who worked with 119 individual young people with a total of 221 contacts (Sept 22-Feb23)
- CCTV installed in July 2023 - now active. Positive Police Feedback.
- Solent Business Crime Prevention Partnership – improving partnership working between Police and businesses.



Pride in Place

- Focus on enhancing the cleanliness of the town centre in progress
- An operative tends to the precinct daily
- Litter bins emptied daily
- A sweeping machine visits the precinct first thing in the morning
- Weeds are tended to by operatives
- Tree pits managed by Hampshire County Council



Growth

- Focus on Waterlooville Regeneration
- Collaborative Approach with Businesses and Landowners
- Pop in Parking in Wellington Way Car Park- Launching July 23



Vacant Shop Scheme: Launched August

Key to the survival of Waterlooville Town Centre is to reduce vacancy rates and create a place that people want to Experience

- The aim is to incentivise and minimalise financial risks for business start-ups and enabling existing businesses to grow.
- A call for projects launched 17th August.
- Funded through a proposed £140,000 allocation of UKSPF.
- 30 EOI's received and 16 invited to full application stage
- Retail, Leisure & Hospitality, Arts & Culture are some of the types of industries we invited to submit a full application



TIMELINE

AUGUST 17th LAUNCH

Deadline for EOI's

Successful EOI's will be invited to submit a full application

Midnight on Sunday 10th September

Week commencing 18th September

Deadline for Full Application Submissions

Due Diligence

Midnight on Sunday 15th October

October/November 2023

Grant Award letters sent out

November 2023

Short-term Interventions continued – Street Dressing

Creating a Waterlooville Brand is important to establishing its unique identity and making it a destination:

- We are presently looking at branding themes for example, the history of the town around the Battle of Waterloo and famous people.

Street Dressing, bringing Summer and Winter Colour we are considering:

- Hanging Baskets, Banners on lampposts and Planters in the Precinct
- Shop Vinyl, Murals and Street Art



Street Dressing & Winter Colour

Creating a strong Waterlooville Brand is important to establishing its unique identity and making it a destination.

Banners will line London Road and Queens Parade areas to create a strong visual gateway to the town centre.

The banners will convey a 'Waterlooville Branding Theme', using the history of the town and bringing together the existing pockets of history as well as famous people and create a unique identity.

- Early 2024



Parklet

Creating Grey to Green areas for outdoor living improvements to the public realm.

- Funding allocated via NP CIL
- Early 2024



Key updates: Wellington Way

- Renovations are underway on retail units.
- Three new businesses have already opened.
- Planning permission in for Residential Units.
- Landowner committed to improving the Street Scene on the High Street.
- Wellington Way Signs already installed.



Key Updates: Dukes Walk

- The Council have tried working with the Landowner and John Lewis Partnership.
- 3 Hours free parking in Dukes Walk
- John Lewis lease ends in 2026
- Future of that site is uncertain
- Wilko closed
- Agent keen to sell.



Q&A



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