

Waterlooville Regeneration

West of Waterlooville

November 24th 2025



Quick Wins

- 1. Organise street art festival and introduce some street art in run down locations.*
- 2. Establish a street furniture refurbishment programme.*
- 3. Enhance the aesthetic look of the town centre.*
- 4. Establish a community garden and invite resident volunteers to run it.*
- 5. Create a digital platform to promote and manage the town centre.*
- 6. Look at meanwhile uses for Vacant shops and improve the aesthetic.*
- 7. Organise pop up markets, craft fairs and festivals.*
- 8. Reinvigorate the Market*
- 9. Establish a community lead placemaking board.*
- 10. Set up a pop-up shop to help businesses get established on the High Street.*



Street Art



Art Consultation – Final votes

Nature – 31% - 242 votes
Fine Art – 19% - 145 votes
Stencil – 15% - 113 votes
Graffiti Lettering – 10% - 80 votes
Pattern – 10% - 79 votes
Photo realism – 8% - 61 votes
Cartoon – 7% - 57 votes



Nature

31% • 242 votes (incl. 195 offline)

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Stencil

15% • 113 votes (incl. 102 offline)

[Read more](#)



Pattern

10% • 79 votes (incl. 62 offline)

[Read more](#) 4



Fine Art

19% • 145 votes (incl. 115 offline)

[Read more](#) 3



Graffiti Lettering

10% • 80 votes (incl. 63 offline)

[Read more](#)



Photo Realism

8% • 61 votes (incl. 43 offline)

[Read more](#) 3



Cartoon

7% • 57 votes (incl. 50 offline)

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Andy Council is well known for creating 'composite beasts' made up of architectural landmarks & recognisably local references.

Illustrative, colourful & thoughtful Andy Council's specifically researched, regional content engages viewers & invites ownership of the mural in the community.



Bold, graphic & eye catching, Jeru's work often incorporates figures engaging with animals.

This location has busy foot traffic from the retail park & vehicular traffic as it's a busy bus route.



Portsmouth based artist FARK has developed a visual language based purely on colour, line & positivity. Lately his childlike fascination has been focused on chattering birds, landscape & rainbows.

As this wall is adjacent to an established children's 'role play/cafe' business it was essential that the artwork was able to compliment, not compete with the existing branding.





4th location - Spring 2026



Pop Up Shop



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The Pop Up Shop scheme was available to small businesses and entrepreneurs, for short-term tenancies ranging from six weeks to three months giving them an opportunity to give high street retail a try.

Vintage Trainers - offering bespoke sustainable footwear, gift ideas & workshops.



Loftrobe- a furniture storage solutions company.

Offered demonstrations of their products & soft market testing to the people in Waterlooville.



Reebee Scents- retail shop selling handmade wax melts, resins, candles, body products & other gifts.

In addition Marie is running a number of candle making workshops for the festive season.



Waterlooville Business Association



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The Waterloo Business Association is an established business-led placemaking committee. The group have been meeting monthly for 1 year, recruit new businesses that have moved into the town centre from other areas and it now has:

49 MEMBERS





Waterlooville In Bloom 2025

The winners:
Sunkissed Tanning



LOVE Waterloooville
logo & branding

LOVE
W A T E R L O O V I L L E



Christmas 25

HBC to install a 20ft Christmas Tree fully lit with electric lights – mix of cool & soft white lights with additional star.

Installation of existing 20 lamppost motifs along Waterlooville Precinct/ London Road.

Christmas Light Switch On - 27th November – 5pm – 7pm.

Christmas Market - 29th November – 10am – 4pm.

(Both events being run by the Waterlooville Community Events Team)



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ASB Issues



Collaborative Approach

- Waterloooville Police
- HBC Officers
- Town centre businesses
- Y Services
- Key landowners





New, full colour CCTV

Working with the WBA & our District Commander for Havant and East Hampshire to tackle shoplifting



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Public Realm Improvements



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The journey so far:

- Public consultation – 5 options
- HBC & HCC landowner conversations
- Drainage/ utility & tree surveys
- Final designs & approval
- Budget sign off & cost estimates



The final technical drawings have now been sent to HCC for approval & costing the project has started



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The aim is to replace the failing sections of pavement in the high street which were constructed in the 1980s.
The silver/grey surface material pallet will be used to match the existing character of the high street.



Chinese Fountain Grass



Coral Bell



Veronica

- Shrub
- Grasses
- Perennials
- Trees



Maidenhair Tree

Waterlooville Masterplan Update



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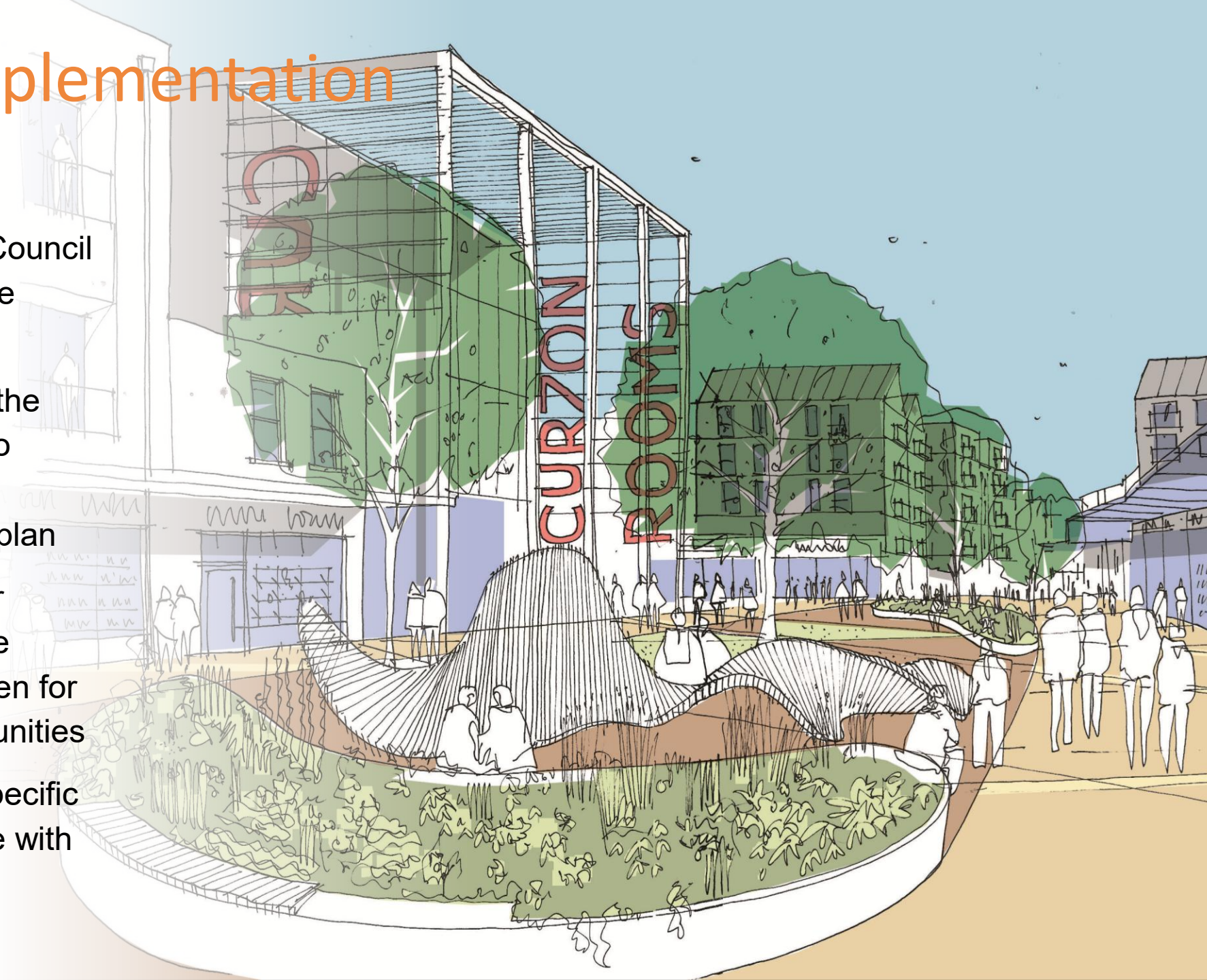
Waterlooville Masterplan

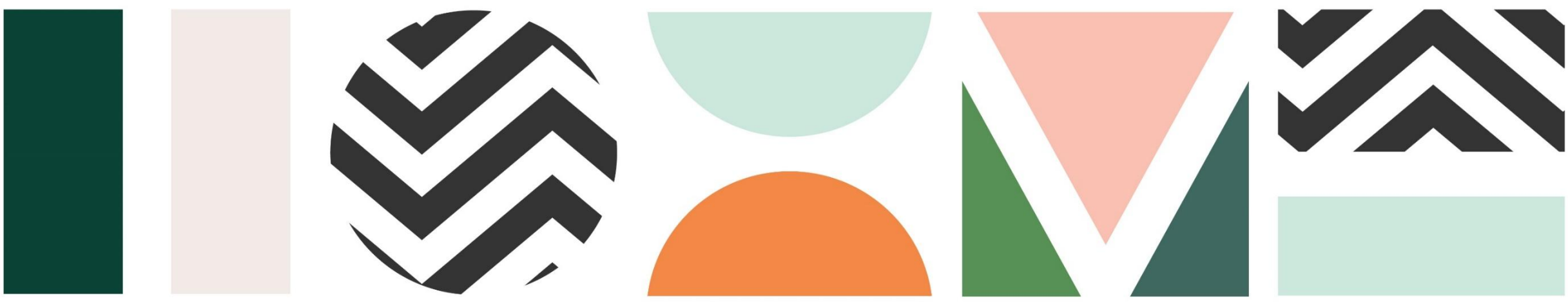
- The masterplan will enable the town centre to look to the future
- Walking tours and exhibition enabled extensive community engagement on the long-term future of the town centre
- Draft Masterplan brought together all the suggestions and professional work undertaken
- Consultation on the Draft Masterplan took place over the summer, alongside the Draft Local Plan
- There were 80 respondents to that consultation



Adoption and implementation

- Following any updates to the masterplan, Cabinet and Full Council will consider the adoption of the masterplan in December
- This will formalise it as part of the area's planning framework – so planning applications will be considered against the masterplan
- Sets a long term framework for development and signals to the market that Waterloooville is open for business and there are opportunities
- Implementation through site specific developments, delivered in line with the masterplan





THANK YOU

