



Together we make Eastleigh

May 2021

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1.Introduction

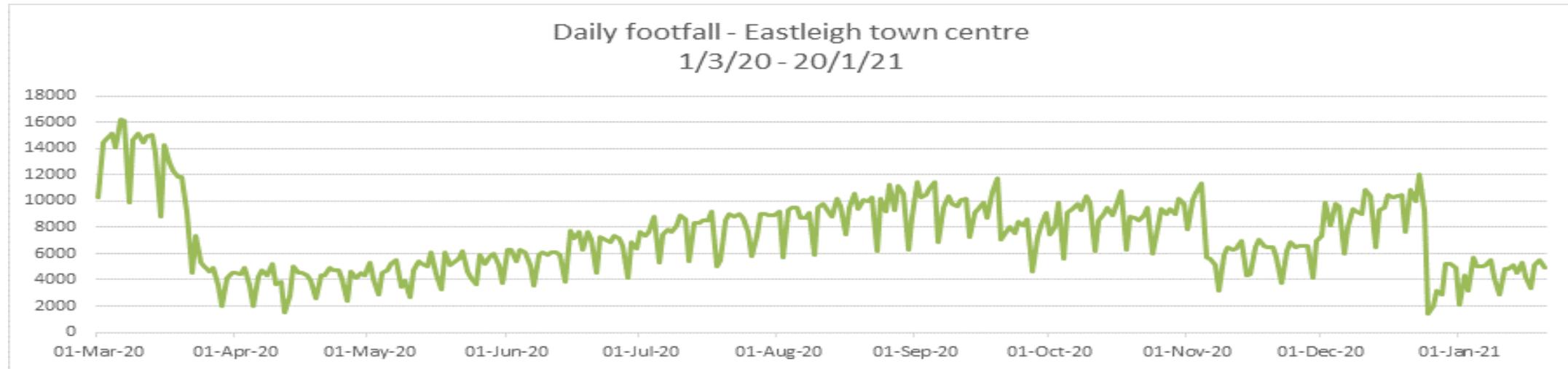
Gradual decline of the retail sector and changes in consumer behaviour has been subtly changing our towns for many years. The pandemic and the social restrictions have accelerated these changes

The Corporate Plan 2015, the Prosperous Place Corporate Strategy 2018 and the Local Plan 2016-2036 set out the Council's commitment to the regeneration of Eastleigh town centre.

2.Purpose

The purpose of this document is to capture the key themes that together will guide the regeneration of Eastleigh as we recover from the pandemic. They aim to give direction to delivery in the short to medium term, and frame more detailed discussions with stakeholders about how we collectively shape Eastleigh town centre in the future.

4. The local picture



- **Consumers are tending to shop locally** - Fewer visits, lower duration times, with higher spend per footfall ratios
- **Greater commitment to small, independent, specialist retailers**
- **Retail Parks are performing well** - higher ratio of 'essential' stores and click and collect provision
- **Shopping online has increased** - nationally 20% to 33.8% sales by the end of the 2nd lockdown
- **Home working has increased** - significantly impacting footfall and consumer spend in the town
- **Occupancy levels have fallen** - 93% to 89% in Eastleigh town centre, excluding charity shops, since February 2020
- **Retail chains are disappearing** – Eg Burtons, Next, Edinburgh Wool, Peacocks



5. Challenges

- Lack of Local Authority ownership and control
- Impact of COVID 19 – loss of retail chains, loss of confidence and loss of footfall
- Lack of investment in/poor quality of building stock
- Strong retail presence available locally – such as Southampton, Hedge End retail park etc
- Strong ‘alternative offer’ available locally – such as Winchester and Romsey. Places that encourage dwell time with a mixed offer
- Beyond convenience, there is a lack of unique selling point currently
- Securing investment and encouraging entrepreneurs into the town
- Encouraging businesses to merge the benefits of physical space (shopping local) with digital commerce to attract new customers
- Perception of crime and antisocial behaviour, not matched by 6 actual crime levels which are very low

6. Opportunities

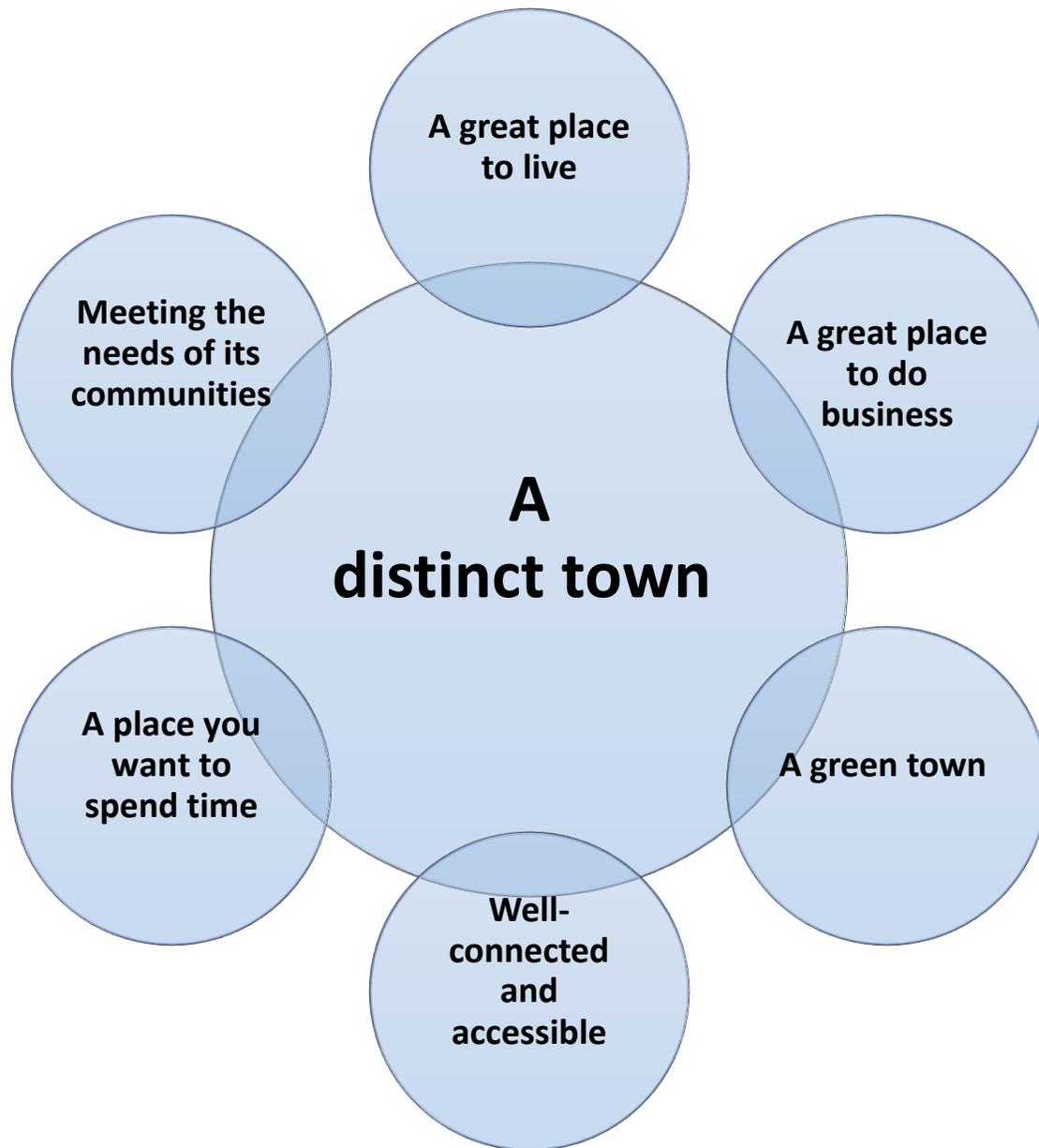
- Support communities to reconnect with each other, and the town, as the risk of Covid-19 reduces
- Encourage behaviour changes that reduce impact on the environment – Home working, shopping local, waste reduction, walking, cycling and public transport use
- Secure government funding
- Build on Eastleigh's strengths; flat, compact, highly accessible, convenient and friendly
- Repurpose surplus retail units, create an attractive sustainable offer that meets the needs of our local community
- Create high-density mixed-use development - mixed tenure homes on brown field sites
- Create positive stories about Eastleigh using the culture programme and the feedback from the Reopening High Streets Safely Fund work



7. Guiding principles for regeneration

- Principle 1 **A great place to live**
- Principle 2 **A great place to do business**
- Principle 3 **A green town**
- Principle 4 **Meeting the needs of its communities**
- Principle 5 **Well-connected and accessible**
- Principle 6 **A place you want to spend time**
- Principle 7 **A distinct town**
- Principle 8 **Strong leadership and effective partnerships**





7. The principles

The Regeneration Principles set out a high level vision statement for Eastleigh town centre.

Principles 1-6 work together to ensure Eastleigh develops a strong identity - is locally distinct, sustainable and resilient for the future

Current activity in this area;

- Strategic Acquisitions (land and property/site assembly)
- Post Office redevelopment
- Fanfare Place
- Partnerships e.g. Hanns Way Car Park scheme

Principle 1 - A great place to live

Modern homes in the heart of the town will increase life and activity and safety, supporting the daytime, evening, and night-time economies.

We will attract new residents through the creation of quality urban living environments, that are sympathetically located within mixed-use developments, meeting the needs of homeowners and visitors alike.

We will ensure that new development and the spaces around them are attractive, functional and locally distinct.

Appropriate in terms of design, scale and siting, in relation to existing buildings, spaces, views, natural and historic features and Victorian heritage.

Providing a mix of tenure, will meet a range of specifically identified needs, and support the longer-term regeneration of the town.

Principle 2 - A great place to do business

The recovery of our town, and access to jobs and employment, is vital to the health and wellbeing of our communities. Our reliance on digital technologies has increased, the town now needs to look beyond the Borough for new market opportunities and investment.

We will support our businesses, and the creation of employment space and facilities fit for, and compatible with, future needs and working practices, particularly those that promote a healthy, low carbon lifestyle.

Working with stakeholders to; ensure Eastleigh is inclusive, in terms of career pathways, with available paid and voluntary opportunities. To create multifunctional spaces that support both businesses and leisure activity and improve physical links with the Riverside and associated employment land.

Current activity in this area;

- LSH Market feasibility report
- Reopening the High Street Safely project
- Wessex House
- Post Office Redevelopment
- Sorting Office relocation
- Environmental Health
- Hampshire House
- Fanfare Place

Current activity in this area;

- Tree planting
- Recreation Ground improvements (wilding up)
- Seasonal planting
- Climate Change Action Plan
- Air Quality Action Plan
- Providing infrastructure such as electric charging points for vehicles.

Principle 3 - A green town

There is a need for Eastleigh to adapt to climate change and make the transition to a town with a positive environmental impact. Re-enforcing Eastleigh as a highly sustainable location with excellent public transport links will increase its long-term resilience and make it a more attractive place.

We will capitalise on the high level of environmental awareness and encourage green and sustainable lifestyles for visitors, residents, and businesses, supporting them to reduce their carbon footprint. We will work alongside partners to encourage the development of a circular/zero waste economy and reduce commercial waste.

We will encourage the use of zero carbon construction methods, improve energy efficiency in existing builds, reduce water consumption, increase biodiversity in the form of trees and planting, use sustainable urban drainage in new developments and increase renewable energy generation. Making Eastleigh a greener and more pleasant place to be.

Principle 4 - A town that meets the needs of its communities

We wish to celebrate the town's diverse demographic and provide the services businesses and residents need, conveniently located, without having to travel out of the town, to make Eastleigh a greener, healthier and more inclusive destination.

To enhance the town's offer and ensure it remains relevant and vibrant, we will develop co-located public services, offices, leisure facilities and a wider cultural offer within mixed use development.

Focusing on development that acts as a catalyst for further regeneration, we will maximise opportunities to enhance the function of the town through careful positioning of services, improving accessibility and legibility, whilst making the town an attractive and distinct destination.

We will build resilience through the development of more flexible spaces that allow the town to evolve, and a mix of uses that support each other, as well as offering increased benefits to residents.

Current activity in this area;

- Public Toilet refurbishment (including Changing Places at Eastleigh House)
- Strategic acquisitions programme (land and property/site assembly)
- LSH Research – What does the market need?
- The Point venue
- Partnership working with;
 - Hampshire Libraries service
 - Hampshire Cultural Trust
 - One Community
 - One Public Estate
 - Citizen Advice
- Parking
- Licensing

Principle 5 - Well-connected and accessible

Current activities in this area;

- Encouraging the use of Electric vehicles through access to vehicles (Car club) & installation of charging points
- Mobility hub project in the town centre
- New improved cycle route from Town centre to/from Southampton Airport Parkway (led by HCC)
- Walking and Cycling Strategy
- Post Office & Enterprise House – Improved connections between main streets
- Shop Mobility & Community Transport
- Town centre free WiFi

Eastleigh town centre is by far the most accessible location in the Borough. Designed around the Victorian grid system, it is well connected both regionally, nationally and internationally, benefiting from strong rail, road and air links, and access to UK ports

We can play a part in reducing congestion and improving air quality by making maximising opportunities to encourage sustainable transport modes, particularly walking and cycling, creating landmarks and enhancing street legibility and local wayfinding with Green Infrastructure and Creative streetscape interventions

Working with residents and community transport providers to provide high quality services, low and ultra- low emission vehicles and car sharing opportunities and the messaging around this.

Digital connectivity is essential, and we will champion high-quality broad band provision, making it standard in our own developments, to support a low carbon lifestyle and make the town centre a more competitive place to do business.

Principle 6 - A place you want to spend time

Restrictions during the pandemic, have had a severe impact on Eastleigh's residents, with loneliness and isolation being felt by many.

It is important that Eastleigh re-establishes itself as a safe place, where diversity is celebrated, and new and existing communities can; connect, thrive and fully participate in its life and economy.

A place with well-defined attractive routes that take you on a journey and spaces that are easy to navigate, characterful buildings with active frontages, and facilities that present opportunities to sit, space to chat, or play.

A well-designed public realm functions as anchor, for further investment in the town. We will actively encourage the development of café culture and alfresco dining along with a programme of community events and festivals to animate spaces, attracting visitors and encourage a sense of belonging.

Current activity in this area;

- Public realm improvements
- BAD Architects 'Reimagining the space' report and illustrations in this document
- Recreation Ground improvements
- Road closures
- Street cleansing
- Arts and Culture health and wellbeing programme
- Post Office redevelopment - Wells Rd improvements
- Pavement licenses
- CCTV review project

Current activity in this area;

- RHSS consultation – what do residents and businesses want from their town?
- Arts & culture offer via the Point
- Partnership working with the museum
- Public realm improvements, including public art
- Post Office redevelopment
- Partnership working with Southampton on City of Culture bid 2025

Principle 7- A distinct town

Without compromising the town's profile as an accessible convenience town, we want to develop it as a destination where people want to spend time. A place that attracts both local visitors, and those from further afield, and for them all to feel connected to the town.

We will work with local creative communities across principles 1-6 to develop a common understanding and language for what makes Eastleigh distinct. Building on qualities often overlooked; the energy of Eastleigh's diverse communities, its industrious past, its unpretentiousness, its strong cultural offer and its resilient independent businesses to continue its story.

To create a sense of place that reflects the pride of its residents and is memorable in a positive way. Through the new homes we build, and spaces we create, the businesses and services we attract, the events and festivals we host.

Because the thing that makes Eastleigh distinct is its people.

Principle 8 – Strong leadership and effective partnerships

A successful town centre requires landlords, the Local Authority, trading communities and consumers to all share the same vision and have the right leadership and tools in place to make it happen.

Maintaining strong working relationships within the public and private sectors and the wider community will ensure residents and businesses engage with the vision, support the changes and can share in the benefits.

Current activity in this area;

- Partnership working with Eastleigh BID
- Reopening High Streets Safely Fund
- Fanfare Place
- One Public Estate – Co-location of services in Council properties
- Partnership working with Hampshire County Council on High Street and Market Street and electric charging
- Partnership with the bus operators
- Relationship with landlords and agents in the town

