

APPENDIX D

Tourism in Havant (St Faith's ward)

It must be recognised that Hayling is the most widely known part of the Borough of Havant as far as tourism is concerned. It has the hotels, the holiday camps and villages, the B and Bs, holiday attractions, areas of SSI and the sea (although the sands of yesteryear have largely disappeared).

The village of Emsworth is also very attractive for a passing visit with its Mill Pond, its pretty houses, its small attractive shops and occasional markets.

How can we promote interest in the little town of Havant (basically St Faith's ward)?

It certainly lacks much hotel provision, although that will change to some extent if the new 90 bedroom hotel, next to the Langbrook Farm pub and restaurant, is built. The Langbrook Farm can be seen to be a great success and (to date) is always thronged with customers.

The proposed hotel is obviously not a place for a prolonged stay, but will prove very useful to business visitors and people who are en route for other destinations.

Havant could be promoted as a hub for other interesting or attractive areas. We are within easy reach of Chichester, Petersfield, Portsmouth and Winchester.

Walking could be advertised. Many long distance paths pass through the town. The Solent way, Shipwrights way and the Wayfarers Way are all here. We have the Hayling Billy Line and pleasant walks across the fields and along the shore, passing pretty Langstone Village, interesting pubs (The Ship and the Royal Oak), Langstone Mill, and our Mill Pond.

We are also on the National Cycle Network and HBC has produced a good cycling map and guide.

This is a great place for twitchers with a wide variety of birds. In winter there is a great invasion of Brent Geese and on the mill pond you will see swans, mallards, cootes, the occasional heron and the invasion of little egrets.

If you continue along the coast and across a field you reach the tiny village of Warblington with its beautiful, mainly 13th Century, church of St Thomas a Becket, which has two 18th century grave watchers huts in the cemetery. Near by you can see the remaining tower of Warblington Castle.

It is easy to get out into the countryside to visit areas like the Queen Elizabeth Park, Butser Hill and Staunton County Park on the edge of Leigh Park.

Havant itself is an interesting town based on an ancient cruciform road pattern with the ancient church of St Faith at the crossroads. East Street has some fine (although largely run down) facades. South Street has the pretty Old House at Home Pub which, with the church, was one of the few buildings to remain after the great fire of 1760, cottages and the fine Manor House.

The Romans and the Saxons lived here. There are many streams, the water was good and a healthy brewing industry grew up. The water also contributed to the making of parchment. It is believed that we made the parchment for Magna Carta and other famous documents. Glove making was also an important industry. There were many wind and water mills.

We had a great Annual Fair, held at the Fairfields until it became too notorious for drunkenness and violent behaviour and the licence was rescinded by the King.

At the end of East Street is the Old Town Hall which is now known as the Spring. It houses a very interesting little museum and a thriving Arts Centre which promotes plays, music of many kinds, Art exhibitions, films, talks and educational activities.

Havant has a Park, a Leisure Centre, a Library and good public transport. Buses to all local areas and along the coast from Portsmouth to Brighton run from the bus station. Frequent trains run to London, along the coast and further afield.

The town was originally the principal shopping centre and has a market on Tuesdays and Saturdays. In town, near the church, there is a shopping mall, the Meridian.

There is also a very popular off centre shopping, with large stores in Solent Road and another near the railway bridge in Potash Terrace.

Existing Publicity

www.visithavant.gov.uk

This is our HBC website and is very good. There is a super descriptive /historical tab which is about ALL of the areas of the borough with links to Activities, Events, Attractions, Transport (very clear), and Events.

(You can get stuck on the HBC events page if you are not careful.)
The link to performances at the Spring is up to date and attractive.

A series of Havant History Booklets, compiled by local historian Ralph Cousins, can be viewed and ordered on line at www.hhbkt.com or bought from the Spring Arts and Heritage Centre.

Other booklets and leaflets prepared by HBC are at the Tourist Information Bureau in Hayling.

Among them are:-

Guided walks - The Havant Shore, Langstone and Warblington;
Havant. A clue what to look for (a town trail booklet),
A Cycle Map and Guide,
and the Havant Heritage trail (with map of town).

I could not find the promised link on the Portsmouth Tourism site.
The Hampshire one promotes Hayling and Emsworth.
There are still a number of sites advertising the tourist bureau at 1 Park Road (some with a nice little map) which closed eight years ago!

What can be done to promote tourism?

The town could be promoted as a hub for visiting other places.

The shopping areas could be promoted, but they do not compare with Portsmouth or Chichester. A lot of people from other areas DO come to us for their shopping. This is a kind of tourism. They might be enticed to explore the town further, and visit the pubs or restaurants, if notice boards displayed the town heritage walk or if leaflets were available in the shops.

Cycling magazines, birdwatchers' magazines and publicity about the Long Distance walking trails might be persuaded to advertise Havant (but this might be expensive and not very productive unless we have better accommodation).

The real problem is to attract people from outside of Havant. It might be that County libraries, Community Centres and bus depots would display some of our publicity. Some leaflets should be available from hotels, within a radius of 10 miles, if they would take them. I expect posters on train stations would be very expensive. They might be more effective if they publicised Hayling with Havant.

To attract tourism from areas like Warblington and Purbrook we might put some publicity into their notice boards or bus shelters.

The Hayling Tourist Bureau has excellent information, not only about Hayling but also about Havant, and might attract their visitors to come into the town.

N.B. Some of these strategies might be appropriate for advertising the Borough as a whole.

B.Francis