

HAVANT BOROUGH COUNCIL
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OVERVIEW AND SCRUTINY COMMITTEE AGENDA

Membership: Councillor Lloyd (Chairman)

Councillors Briggs, Francis (Vice-Chairman), Crellin, Hughes, Jenner, Kennett, Milne, Moutray, Sceal, Scott, Stone and Weeks

Meeting: Overview and Scrutiny Committee

Date: 1 March 2022

Time: 5.00 pm

Venue: Hurstwood Room, Public Service Plaza, Civic Centre Road,
Havant, Hampshire PO9 2AX

The business to be transacted is set out below:

Kim Sawyer
Chief Executive

21 February 2022

Contact Officer: Mark Gregory 02392 446232
Email: mark.gregory@easthants.gov.uk

Public Attendance

Please note that the Hurstwood Room has very limited capacity to safely accommodate members of the public in a Covid secure manner. Please contact the named officer above if you wish to attend in person, otherwise we would encourage attendance virtually via the webcast on the Council's website.

Can Councillors Please Submit Any Detailed Technical Questions On The Items Included In This Agenda To The Contact Officer by 5pm on Friday 25 February 2022.

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GENERAL INFORMATION

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Who To Contact If You Wish To Know The Outcome Of A Decision

If you wish to know the outcome of a particular item please contact the Contact Officer (contact details are on page i of the agenda)

NON EXEMPT

HAVANT BOROUGH COUNCIL

CABINET

2 March 2022

Havant Regeneration & Economy Strategy – a refreshed approach

FOR DECISION

Portfolio Holder: Cllr Tim Pike, Cabinet Lead for Regeneration & Estates

Key Decision: YES

Report Number: HBC/432/22

1 Purpose

- 1.1 In September 2021, Cabinet approved the refresh of the Havant Regeneration Strategy, to take account of a changing economic and policy landscape and to ensure it is fit for purpose to drive forward the delivery of an ambitious programme of work.
- 1.2 This report is submitted to Cabinet to endorse the refreshed strategy, to be known as the Havant Regeneration & Economy Strategy, and to recommend its adoption to Full Council.

2 Recommendation

- 2.1 Cabinet is recommended to
 - 2.1.1 To endorse the Havant Regeneration & Economy Strategy and recommend its adoption to Full Council.

3 Executive Summary

- 3.1 In September 2021, Cabinet approved the refresh of the Havant Regeneration Strategy (2018-2036).
- 3.2 The 2018 strategy represented a bold step for the Council, which recognised the need to intervene and to be proactive in order to drive forward transformation growth and regeneration of the Borough.
- 3.3 Since that time, the economic landscape has changed significantly and a range of new challenges and new opportunities have arisen.
- 3.4 The new strategy brings the economy into sharper focus and it will be referred to as a Regeneration & Economy Strategy. It also has a clearer focus on delivery, setting out what role the Council will take, as well as how the Council

will work with a wide range partners (both public and private sector) to jointly deliver the ambitions.

- 3.5 Further, the refreshed strategy aligns to and supports the Council's revised Corporate Strategy and the newly adopted Climate Change and Environment Strategy, as well as a changing national and local policy context.
- 3.6 The Regeneration & Economy Strategy is supported by a high level Delivery Plan, which sets out the focus for intervention as well as an indication of priorities for early delivery. The delivery plan will be supported by a suite of more detailed documentation managed through a robust programme management approach. The plan and supporting documentation will remain living and working documents, so will be reviewed and updated regularly.
- 3.7 The Strategy is based on the most recent evidence, data and insight available. It will be used to guide the delivery programme and act a framework to help identify areas for investment and to assist in securing external funding and partner support.

4 Additional Budgetary Implications

- 4.1 None arising from this report.

5 Background and relationship to Corporate Strategy and/or Business Plans

Havant Regeneration Strategy

- 5.1 In September 2021, Cabinet approved the refresh of the Havant Regeneration Strategy (2018-2036). That strategy represented a bold step for the Council, which recognised the need to intervene and be proactive in order to steer and accelerate the regeneration of the Borough.
- 5.2 Significant progress has been made including the acquisition of the Meridian Centre in 2019, disposal of a key employment site at Brockhampton West, progression of other key priority projects and securing over £1 million of grant funding to support key projects in Havant Town Centre and Leigh Park.
- 5.3 However, since that time, the economic landscape has changed significantly and both new challenges and opportunities have arisen, including the impact of Covid19, changing market forces arising from Brexit and a radical change to the high street and retail sector, giving rise to a new way of place-shaping for our town centres.
- 5.4 The refreshed Strategy brings the economy into sharper focus, making more explicit the links between skills, business, the economy and regeneration.

- 5.5 The Strategy also has a sharper focus on delivery, recognising the need for a variety of approaches to be used, including new and innovative delivery models and funding approach. While long term transformation can take significant time, there will be a focus on early deliverables, which will create investor confidence and act as a step change for the borough.
- 5.6 The Strategy is clear on the Council's leadership role, while also setting out how the Council will work with a wide range of partners (both public and private sector) to deliver the ambitions set out in the strategy. To support this approach, it sets out a new partnership and governance model.
- 5.7 The Regeneration & Economy strategy is shaped around three key themes;
- **Sustainable Places:** creating sustainable and vibrant places in our Town Centres and across the Borough.
 - **Successful People:** supporting young people into work and equipping our residents with the skills needed to succeed in work.
 - **Better Business:** raising the profile of the Borough to secure inward investment, providing business space for our growth companies and encouraging entrepreneurship and business start-ups.
- 5.8 In the sustainable places strand, the strategy retains a clear spatial focus on four key priority areas, namely;
- Havant Town Centre
 - Hayling Island Seafront
 - Waterlooville Town Centre
 - Leigh Park
- 5.9 This is supported by a focus on three priority themes;
- Housing delivery
 - Strategic Employment sites
 - Economic infrastructure
- 5.10 The Regeneration & Economy Strategy is supported by a Delivery Plan, which identifies early priorities for intervention.
- 5.11 Regeneration is often complex and can require a significant investment of time and resources. New and innovative approaches to securing funding will be developed, alongside any investment the Council makes.
- 5.12 Engagement, consultation and communications with local residents, businesses and a whole range of stakeholders and strategic partners will remain critical to the success of the work moving forward. A new stakeholder engagement and communications approach has been developed to support the delivery programme.

- 5.13 The refreshed Strategy and its associated Delivery Programme provide a robust and strategic approach to drive forward much-needed transformational growth.

Relationship to Corporate Strategy

- 5.14 The development of the Strategy, Delivery Programme and various projects set out in this paper align strongly with all themes as set out in Corporate Strategy 2022-25:
- **Theme 1 - An environmentally aware and cleaner Borough:** the Strategy will align to aspirations for a cleaner, greener borough with projects targeting low or zero carbon where appropriate.
 - **Theme 2 - A safe environment, healthier and more active residents:** the Strategy, programme and projects will seek to create places that are safe, encourage healthy and active lifestyles and support positive place-making for residents.
 - **Theme 3 - A thriving local economy:** the Strategy will act as an Economic Strategy for the Council, driving forward economic growth and supporting a thriving and prosperous economy.
 - **Theme 4: A revitalised borough with infrastructure that meets our ambitions** – the Strategy, programme and projects will seek to deliver infrastructure (either directly or via partners) that will deliver the regeneration aspirations for the Council.
 - **Theme 5: A responsive and commercial Council:** the Strategy will align to the Council's Financial Strategy to create opportunities for income generation and to seek to create self-sustaining places.
 - **Theme 6: A quality home for all:** the Strategy will create opportunities for accelerated housing delivery, focussing on both quality and mix to ensure residents' needs are met and the regeneration aspirations realised.
- 5.15 The work also aligns closely to and seeks to support delivery of the (existing and emerging) Local Plan. A specific objective of the Regeneration & Economy Strategy will be to support delivery of key housing and employment sites, as well as aligning to the wider planning policies as set out in the plan.
- 5.16 Further, the Regeneration & Economy Strategy will directly support the ambitions and priorities set out in the Council's recently adopted Climate Change and Environment Strategy, with a focus on its two high-level objectives of reducing carbon emissions to net zero before 2050 and protecting and enhancing our natural environment.

6 Options Considered

- 6.1 *Endorse the refreshed Strategy* – this enables a clear and strategic focus to enable the programme of work to be delivered providing opportunities to create the best conditions for transformational growth. It also further enables successful partnership working with our public and private sector partners and

create significant opportunity to lever in funding and investment into the borough.

- 6.2 *Do not endorse the refreshed Strategy* – this would not achieve the aims of the Corporate Strategy and there would be limited strategic direction to shape the work of the regeneration programme. As such, development and project delivery may be piecemeal and opportunities will be missed to deliver real transformation change.

7 Resource Implications

Financial Implications

- 7.1 None directly arising from this report. Budgets will be monitored closely to ensure there is sufficient funding and where required, the work will be phased and appropriate programme management arrangements will be in place to ensure it can be delivered within the approved budgets.
- 7.2 As the programme and projects are further refined, the financial implications will be considered in more detail and any future costs (capital and revenue) associated with the delivery of those projects will be considered in detail as part of further business cases and any decisions to proceed with those projects detail by Cabinet or Council, as appropriate.

Section 151 Officer comments

1st February 2022

There are no additional financial implication as a result of this report. Any proposed further expenditure arising from the current work will be the subject of future reports to members.

Matthew Tiller
Head of Finance (Deputy Section 151 Officer)

Human Resources Implications

- 7.3 The work to deliver and implement the Regeneration & Economy Strategy will be led by the Director of Regeneration & Place and Head of Regeneration, Economy and Assets. It will be delivered through a flexible resourcing strategy with a combination of in-house by officers and by ongoing consultant support and therefore costs will met by existing staffing budgets. Where additional specialist support or advice is required, the cost of this will be met within existing budgets or additional business cases will be prepared, as appropriate.

Information Governance Implications

- 7.4 None. Information Governance will be considered at detailed programme and project level.

Links to Shaping our Future Programme

- 7.5 The Regeneration & Economy Strategy aligns strongly to the Shaping Our Future Programme and will directly support the ambition to transform the Council into a modern, fit for purpose and forward-thinking Local Authority. Specifically, this strategy and the new proposed partnership model, will provide a framework to work with a wide range of stakeholders and partners to help deliver the ambitions, to support the delivery of our strategic priorities and to work towards both a sustainable Council and Borough.

Shaping our Future Lead comments

Date: 3rd February 2022

Shaping our Future Lead – no additional comments.

Kim Sawyer

Other resource implications

- 7.6 None.

8 Legal Implications

- 8.1 The adoption of the strategy itself does not have any significant legal implications, but as each initiative is brought forward for implementation any specific legal implications will be addressed in the appropriate reports. (James Paterson, 14th December 2021).

Monitoring Officer comments

The recommendations made in this report and the content which underpins them are consistent with the Council's ambitions under its Corporate Strategy.

Other than those appearing above, there are no current legal implications although these may arise and will need to be assessed as proposals develop

(Mark Watkins, Deputy Monitoring Officer 03.02.22)

9 Risks

- 9.1 No significant identified risks arising from this report. All risks will be considered and managed at detailed programme and project level.

10 Consultation

- 10.1 The Cabinet Lead for Regeneration and Estates, Executive Board and wider Cabinet have been consulted on the proposed approach.
- 10.2 Overview & Scrutiny Committee are due to be briefed on the paper as a pre-scrutiny item.
- 10.3 A wide range of key partners and stakeholders have also been consulted, including;
- Homes England
 - Hampshire County Council
 - Winchester City Council
 - Portsmouth City Council
 - East Hants District Council
 - Solent Local Enterprise Partnership (SLEP)
 - Havant Business Partnership
- 10.4 Moving forward, engagement and consultation will be important to ensure stakeholder buy-in and to get the best outcomes for the local community. As part of the borough wide regeneration programme, a bespoke engagement and consultation approach will be developed for each of the spatial priority areas. Engagement will be embedded in the new governance and working arrangements as the programmes of work develop.

11 Communication

- 11.1 Communications will remain an important feature of this programme of work and a variety of methods will be used to keep people updated and communicate key messages, including updates via the programme website

(www.havewithhavant.co.uk), social media channels and other methods as appropriate.

- 11.2 A Communications approach will be developed to support the delivery programme.

12 Appendices:

- Appendix 1 – Havant Regeneration & Economy Strategy (draft for endorsement)

13 Background Papers:

Cabinet decision related to approval to refresh the Regeneration Strategy
<https://hcsnew.files.wordpress.com/2021/08/havant-regeneration-programme-update-and-approval-of-next-steps.pdf>

Havant Borough Council Corporate Strategy
<https://cdn.havant.gov.uk/public/documents/Havant%20Borough%20Council%20Corporate%20Strategy%202020-24.pdf>

Havant Borough Council Local Plan
<https://www.havant.gov.uk/local-plan>

Agreed and signed off by:

Monitoring Officer: 03/02/22

S151 Officer: 01/02/22

Director: 19/01/22

Portfolio Holder: 19/01/22

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Have **SUCCESS**
with Havant



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Sustainable Places Successful People Better Business

Havant Borough Regeneration and
Economy Strategy 2022–2036

Havant
BOROUGH COUNCIL

Foreword

I am pleased to lead the refreshed Regeneration and Economy Strategy for Havant borough, which builds on our ambitious 2018 Regeneration Strategy to address housing, economic infrastructure and economic challenges to deliver new opportunities for growth.

Whilst we have made significant progress, no one could have predicted the impact that Covid-19 would have on all of our lives, working patterns and leisure pursuits. We face new economic challenges and, like the rest of the UK, our retail centres have been significantly impacted. We need to re-purpose our town centres and respond to the new environment in which we live.

These challenges also provide us with opportunities to deliver our regeneration priorities. They enable us to effectively respond to new ambitions for de-carbonisation; to take action on climate change; to develop cohesive communities and vibrant town centres; and to implement active travel options.

In line with the government's 'Building Back Better' agenda, we have a renewed focus on sustainability and climate-friendly actions that deliver a better result both for the local economy and the environment.

We need an environmental, social, cultural and economic recovery which is sustainable. We are calling this a regeneration and economy strategy to reflect the new focus on inclusive economic growth and in recognition of the importance of our businesses to the success of the borough's prosperity.

This strategy sets out our ambitions to create **sustainable places, successful people and better businesses** across the borough, so that all of our communities can share in our future economic growth and prosperity.

Regeneration takes time and patience. We need to put the building blocks in place to enable long term, sustainable and transformational growth, but we also need to deliver real and tangible change at pace. We have challenged ourselves to do both.

The council will work with commitment and conviction to lead this ambitious programme of work, but it cannot do it alone. This strategy brings into sharper focus what we will do to deliver our strategic objectives, working with a wide range of public, private and community sector stakeholders.

I am committed to ensuring that Havant Borough Council plays its role in driving forward our regeneration agenda to help improve quality of life for our communities and tackle climate change.

I look forward to working with all our partners to help deliver the ambitions set out in this strategy to benefit our future generations.

Cllr Tim Pike
Cabinet Lead for Regeneration & Estates



Executive summary

The case for a refresh

The strategy makes a clear case for regeneration based on the council's plans to address the borough's housing and economic challenges and to build on its strengths and opportunities for transformational growth.

A new economic profile has been developed to ensure the strategy's strategic objectives are based on the most up to date, intelligence and evidence and provide a response to the key challenges we face, namely:

- Adapting to a post-Covid crisis and sustained recovery.
- Supporting our struggling retail centres.
- Reducing inequalities and disadvantage.
- Providing new homes.
- Addressing unemployment and a low value economy.

Swift, real and tangible progress will be made on our regeneration and economy priorities. The delivery programme recognises the need for short, medium and long term actions.

Policy alignment

The strategy aligns with the council's Environment and Climate Change Strategy and the renewed focus on sustainability and working towards net zero.

It also aligns with the Corporate Plan, emerging Local Plan and Medium Term Financial Strategy.

Nationally, the strategy will help deliver the UK Government's Build Back Better: Our Plan for Growth plans to level-up the country, tackle long-term challenges and deliver growth that creates high-quality jobs; Net Zero Strategy: Build Back Greener which sets out how the UK will achieve its Net Zero emissions by 2050; and Levelling Up ambitions plan to transform the UK by spreading opportunity and prosperity to all parts of the UK.

Our statement of intent

This strategy is bold and ambitious and it will deliver:

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Sustainable Places Successful People Better Business

Linked strategies

Corporate Strategy

Local Plan

Medium-Term
Financial Strategy

Climate Change
and Environment
Strategy

Successful people

Young people into work

Skills to succeed in work

Tackle poverty and
exclusion

Sustainable places

Spatial focus

Havant Town Centre

Hayling seafront

Waterlooville Town Centre

Leigh Park

Thematic focus

Housing delivery

Strategic employment sites

Economic infrastructure

Better business

Business space
for growth

Raising the borough's
profile to secure
high-value inward
investment

Encourage
entrepreneurship and
business start-ups

Delivery through partnership and collaboration

Strategic leadership and influence

Using the council's powers and property assets

Collaboration and engagement with the public and private sector

The Regeneration and Economy Strategy has three core themes:

Sustainable places: In our four priority areas (Havant Town Centre, Hayling Island, Leigh Park and Waterlooville), creating new homes, and economic infrastructure to drive sustainable economic growth and develop a more resilient and inclusive economy.

Successful people: Developing higher-level skills demanded by our employers, especially in new STEM and digital, advanced engineering and low carbon sectors, to ensure local residents, particularly young people, have the opportunity to secure good quality local jobs.

Better business: Supporting thriving businesses, which have opportunities to grow and to actively promote Havant borough as a place for new investment and business.

The scale of investment required and the current economic landscape suggests that a mix of delivery tools and partners will be needed to drive forward the regeneration and economy priorities.

Our role

The council will take a leading role within a new partnership model to deliver the regeneration ambition, facilitating, influencing and, where appropriate, directly intervening to address the range of new challenges and opportunities identified in the refreshed strategy.

The council will invest its own resources and may also look to use its borrowing powers to deliver key projects. All investment decisions will be subject to due diligence and full business cases and will adhere to the council's financial strategies and policies.

Our actions will only be taken forward where they are affordable, deliverable and will not impact or put a strain on the council's revenue budgets.



Partnership and consultation

New partnerships with a range of stakeholders will be established and a new Strategic Partnership governance model will be developed to ensure the priorities and actions set out in this strategy are realised.

A new approach to engagement and consultation and a positive and proactive communications programme will be implemented.

Introduction

In November 2018, Havant Borough Council approved a bold and ambitious Regeneration Strategy, which set out its regeneration aspirations for the borough to 2036. The strategy made a clear **case for regeneration**, based on a plan to address the borough's housing and economic challenges, building on its strengths and opportunities for transformational growth.

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Much has been achieved to address the priority areas identified in the strategy, and work on the regeneration programme continues at pace. However, Brexit and the Covid-19 pandemic have impacted significantly on opportunities for delivering regeneration since the strategy and action plan were adopted. Indeed, the pandemic and our collective response to the issues it has raised, has meant that we need to do things differently to create and support safe and sustainable communities in which to live, work and visit. It is now timely to refresh the strategy and delivery programme to ensure that it is fit for purpose and has the right focus to address these challenges and take advantage of the opportunities.



Inclusive **economic growth** is essential if we are to level-up the borough to tackle the inequalities, pockets of deprivation and poor housing provision that affect our communities. Work to support economic growth, particularly to attract and secure investment at Dunsbury Freeport, will form an increasingly important feature of the refreshed strategy, now referred to as the Regeneration and Economy Strategy.

In addition to the fiscal stimulus measures to get the country back on its feet and the government's 'Building Back Better' agenda, there is a renewed focus on **climate change, sustainability** and working towards **net zero**. The Regeneration and Economy Strategy will focus on our commitments to climate change actions that deliver a better result both for the local economy and for the environment.

The Government's **Levelling Up** ambitions plan to transform the UK by spreading opportunity and prosperity to all parts of the UK. The plan is underpinned by twelve national missions which form part of a Levelling Up and Regeneration Bill. The Regeneration and Economy Strategy will help prioritise our ambitions to level up the borough ensuring that all of our residents and communities have the opportunity to benefit from our future prosperity.



This is a strategy for the borough. **Engagement and consultation** with local businesses and a range of stakeholders and strategic partners has been a critical part of undertaking the refresh and in securing support and ownership. Moving forward, more local consultation and engagement with residents and local businesses will be undertaken to support specific projects and programmes. This strategy will set out a fresh approach to stakeholder engagement.

The council is building strong and effective **partnerships** with our regional and local public sector partners that will ensure the priorities and actions set out in this strategy can be realised. This strategy will be clear about the council's role, alongside the critical importance of working in partnership to achieve the ambitions. The refreshed strategy includes new governance and working arrangements – both internally within the council and with our partners and stakeholders.

This strategy aligns with our determination to **transform** the council into a modern, fit-for- purpose and forward-thinking local authority. Our actions will only be taken forward where they are affordable, deliverable and will not impact or put a strain on the council's revenue budgets. We will use this strategy as a framework to work with our business community and our national, regional and local public sector and community partners to identify and secure additional funding and resources to deliver our strategic priorities.

Regeneration and transformational change requires long-term investment, is often complex with many parties involved and takes time to achieve. However, there is also a need to ensure that swift, real and tangible progress is made, so the associated **delivery programme** recognises the need for short, medium and long term actions.



A changing landscape

Policy context

This strategy is at the core of a range of national, regional and local strategies, which provide the wider context for the refreshed Regeneration and Economy Strategy. An outline of some of that broader context is set out in Annex 1.

For the council, the Regeneration and Economy Strategy sits alongside four key policy areas.

Corporate Strategy

The Corporate Strategy 2022–2025 sets out five themes all of which underpin and closely align with the Regeneration and Economy Strategy:

- An environmentally aware and cleaner borough.
- A safe environment, healthier and more active residents.
- A thriving local economy.
- A revitalised borough with infrastructure that meets our ambitions.
- A responsive and commercial council.
- A quality home for all.

Local Plan

The emerging Local Plan sets out a vision to guide future development in the borough, establishing a clear framework to identify those areas that should be the focus of development, setting out the requirements and standards that developers will be expected to meet.

This strategy positively supports the emerging Local Plan through:

- Delivering sustainable development across the borough: by planning positively for the development needs of the borough, including employment, housing, infrastructure and retail.
- Through the strategic priorities in our four identified spatial priorities Havant Town Centre (KP1); Waterlooville Town Centre (KP2); Hayling Island Seafront (KP3); and Leigh Park District Centre (KP4).

Climate Change and Environment Strategy (2021 to 2026)

In 2021, the council committed to playing its part in tackling climate change through the adoption of a Climate Change and Environment Strategy.

Addressing climate change will require structural changes to the economy, as well as new ways of living and working. Accelerating progress towards net zero means introducing advanced standards for new development; and de-carbonising transport through a shift to active, public and shared transport modes, and rolling out electric vehicle charging infrastructure.

The regeneration programme addresses the two high-level objectives:

- Reducing carbon emissions to Net Zero before 2050.
- Protecting and enhancing our natural environment.

We will design the Delivery Programme and, where appropriate, prioritise projects which align to and support the objectives of the Climate Change and Environment Strategy. We will seek out opportunities to work with businesses and partners to build a low carbon economy and develop projects that protect and enhance the natural environment, through high quality design, active travel and promoting green infrastructure and open spaces.

Council financial strategy

The council approves a budget (revenue and capital) each year. This is supported by a suite of supporting policies and strategies, including a Medium-Term Financial Strategy, Treasury Management Policy and Annual Investment Strategy. The Regeneration and Economy Strategy will align to and support those financial strategies and policies.

The Annual Investment Strategy states that the council may acquire property sites for strategic, operational and investment purposes, which could directly support the aspirations within this strategy, where it is affordable to do so and will not have a detrimental impact on the council's revenue funding. Any decisions to invest resources, either capital or revenue, will be done in

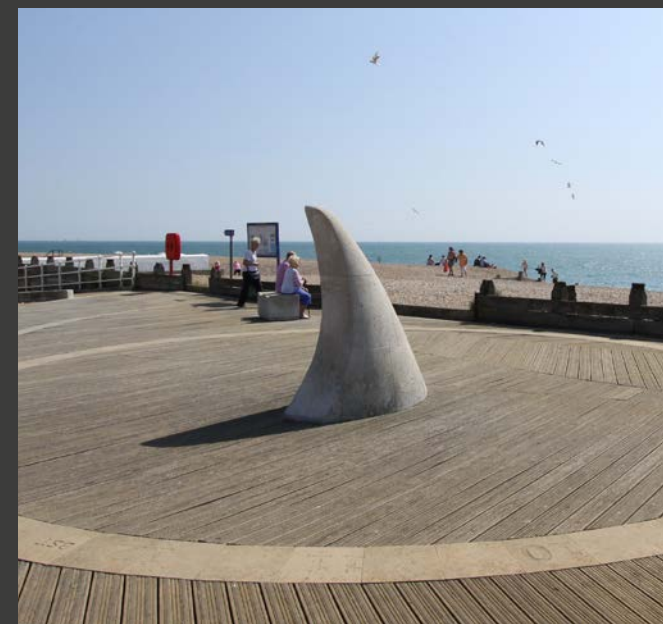
accordance with the Treasury Management policy.

We will seek to identify opportunities to support the council's ambitions to be financially sustainable, with a view to establishing income generation models, where appropriate. Projects will only be taken forward where they are deliverable and affordable.

In addition, the strategy will help deliver:

- The UK Government's **Build Back Better: Our Plan for Growth** agenda to tackle long-term levelling-up challenges and deliver growth that creates high-quality jobs across the UK.
- The UK Government's **Levelling Up** ambitions plan to transform the UK by spreading opportunity and prosperity to all parts of the UK.
- The guiding focus is on levelling-up the whole of the UK and supporting the transition to net zero as set out in the government's **Net Zero Strategy: Build Back Greener**.

- The **Solent Local Enterprise Partnership's Economic Recovery Plan**, which outlines the sub-regional approach to survival, stability and growth. A priority theme of this recovery plan is securing a resurgence in coastal communities like Havant borough (including supporting a thriving visitor and cultural economy) by harnessing new technologies and approaches that will ensure inclusive growth.
- **Hampshire 2050 framework** in which the council has the opportunity to contribute to the future prosperity, quality of life and protection and enhancement of the character and environment of Hampshire.



A changing economy and new opportunities

A changing economy and changing needs

The strategy has been formulated using evidence and data from a range of sources. Our refreshed economic profile (Annex 2) provides up-to-date intelligence and insight on the issues and challenges facing the borough. Over the last few years the borough has experienced and witnessed significant change, arising from the Covid-19 pandemic, Brexit, radical changes in both the retail sector and our town centres, and the declaration of a global climate emergency.

Changing national policy with a focus on **Levelling Up**, coupled with emerging programmes, like **Freeports**, provide new opportunities. More locally, the council is thinking ahead, to ensure it can respond to the future needs of its residents and businesses in a sustainable way.

Our analysis indicates that we are facing **five key challenges**:

- Adapting to a post-Covid crisis and sustained recovery.
- Supporting our struggling retail centres.
- Reducing inequalities and disadvantage.
- Providing new homes.
- Addressing unemployment and a low value economy.

Our collective response to the **Covid-19** pandemic has moved from crisis to recovery, recognising that we need environmental, social, cultural and economic solutions that are sustainable.

Our workplaces have undergone a huge shift during the pandemic, with a significant increase in people working from home. This may have implications for the requirements for future workspace and the needs of our businesses. As well as increased home-working, this provides an opportunity to provide new and innovative shared / co-working space and reduce the reliance on commuting.

This is also happening in the wider context of **Brexit**, which will have an effect on the industrial and employment sectors. A key focus will be to continue to deliver our key strategic employment sites and Freeports designation at Dunsbury to attract new investment, create much-needed, high-value jobs, which will generate prosperity for the area.



The pandemic has already exacerbated existing patterns of inequality and disadvantage both within and between places. The refreshed strategy requires place-based solutions to **Levelling Up** the borough and reducing poverty and inequality, supporting the delivery of homes, services and amenities that improve health and wellbeing for all.

At a time when our retail centres were already struggling, the **Covid-19** lockdown meant that the borough's retail, hospitality and commercial centres struggled. Online competition was strong before the crisis and this situation will become more apparent as more retailers increase their online presence and more people shop remotely. Conversely, we have also seen a renaissance of local service provision from smaller retailers or businesses. Traditional retailing uses will not be as prevalent in future, and we need to build in floorspace flexibility to ensure that Havant Town Centre and our other retail centres such as Waterlooville, become focal points for a diverse range of services and activities that deliver more sustainable outcomes.



Our **coastal locations** and assets have suffered from a lack on investment in recent years but they have the opportunity to be one of our greatest strengths.

We have an opportunity across the borough to promote **culture**, to provide a sense of local pride and cohesion; and deliver active travel solutions to ensure we have well **connected communities**.

Enabling people to live in well-located, accessible, well-designed and energy efficient social and market **homes** remains a priority for the borough. Creativity and innovation will be required in order for the various agencies, partners and public sector providers to come together to deliver truly sustainable sites, particularly within Havant Town Centre.

As summarised in the table below, this strategy will respond to the new challenges and opportunities and utilise the borough's strengths and assets to drive forward **transformational growth**.



Figure 1: Challenges and opportunities

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Challenges	Opportunities
Adapting post-COVID and sustaining our recovery.	<ul style="list-style-type: none"> • Create great quality places for people to live, work (including at home), visit and relax. • Provide access to good quality outdoor spaces. • Transform our coastal offer in Hayling Island to provide new, quality experiences for both residents and visitors. • Digital infrastructure revolution. • Active and sustainable travel to enhance connectivity. • Promote modern methods of construction.
Struggling retail centres accommodating a high volume, but low value of retail floorspace.	<ul style="list-style-type: none"> • Use our assets and influence to reshape and adapt Havant Town Centre and other retail centres, including Waterloo, to respond to the new norm. • Develop a sense of place and build pride and community cohesion. • Use our cultural assets to support economic and social regeneration. • Continued renaissance in local service provision.
Pockets of inequalities and disadvantage, particularly in Leigh Park, with education and skills deprivation being particularly acute.	<ul style="list-style-type: none"> • Use new funding and investment to tackle poverty and exclusion in our most disadvantaged communities. • Connect Leigh Park to new centres of economic activity, particularly Dunsbury Park.

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Challenges	Opportunities
A lack of housing provision to accommodate a growing population.	<ul style="list-style-type: none"> • Through our policy levers and assets, enable the rapid delivery of new housing in places they are needed. • A range of homes to meet the needs of residents across development sites. • Explore a range housing delivery models.
Stubborn unemployment and a low value economy.	<ul style="list-style-type: none"> • Build on our excellent connectivity to promote Havant borough as the place to live, learn, work, invest and visit. • Build on our freeport designation. • Deliver our key strategic employment sites to attract new investment to provide new jobs. • A clean, green recovery through the transition to a low carbon economy. • Boost skills and developing a world-class talent base. • Local high quality employment opportunities. • Support and advise local SMEs to work towards net zero carbon emissions.

Figure 2: The strategy in summary



A fresh approach

Our long-term regeneration vision and ambitions remain broadly the same and align with our corporate priorities and spatial vision, as set out within the emerging Havant Borough Local Plan.



This refreshed Regeneration and Economy Strategy will help ensure that the wider Local Plan ambitions are delivered through:

- Residents having a varied selection of housing that meets their needs.
- People having access to high quality new employment, education and training opportunities to boost economic growth and address skills gaps.
- Connecting and supporting communities through new economic infrastructure and improvements to the transport network.
- The regeneration of the borough's town centres and Hayling Island seafront.
- Celebrating Havant borough's natural and historic environment, sunny climate and South Downs-Solent location.
- Providing a cultural and arts offer.
- Developing higher-level skills, especially in new STEM and digital, advanced engineering and low carbon sectors, to ensure local residents, particularly young people, have the opportunity to secure good quality local jobs.



This strategy will also support our long-term path to reduce carbon emission to net zero by 2050.

The new strategy will assist the council in its important leadership role to promote the economic, social and environmental well-being of the area. The council will be a proactive partner but actions will only be taken forward if they are deliverable, affordable and will not put a strain or impact on the council's future revenue expenditure.

Priority themes, outcomes and objectives

The three priority themes and strategic objectives for the Regeneration and Economy Strategy are:

Theme 1: Sustainable Places

Outcome: Creating sustainable places and economic infrastructure to drive balance economic growth and develop a more resilient, inclusive and adaptable economy.

Objectives

- Transform Havant Town Centre into a thriving place to live, work and invest.
- Create an exciting and modern seafront at Hayling Island, supported by a strong brand, which increases the quality of the visitor experience and opportunities for visitor spend.
- Address inequalities by tackling the economic and social challenges facing Leigh Park.
- Regenerate Waterlooville into a vibrant and inclusive town centre.
- Promote economic infrastructure that supports a strong economy and connected communities.
- Deliver new homes with a mix of tenures and housing models to support local needs.

Theme 2: Successful People

Outcome: Developing higher-level skills demanded by our local employers, especially in new STEM and digital, advanced engineering and low carbon sectors, to ensure local residents, particularly young people, have the opportunity to secure good quality local jobs.

Objectives

- Improve the employability of young people.
- Ensure that all our residents have the skills to succeed in work.
- Tackle poverty and exclusion particularly through addressing barriers to employment.

Theme 3: Better Business

Outcome: Supported and thriving businesses, which have opportunities to grow and actively promote Havant borough as a place for new investment and business.

Objectives

- Ensure the provision of an adequate supply of business space for growth.
- Promote Havant borough's assets, ambitions and potential as a business destination of choice to secure appropriate new inward investment.
- Encourage entrepreneurship and business start-up.
- Facilitate the delivery of good quality strategic employment sites in key locations that meet the local and regional need.
- Ensure the delivery of appropriate business and economic infrastructure support.

Delivery programme and programme management

These high-level outcomes and objectives will be developed into a more detailed delivery programme. An outline delivery programme can be found in Annex 3.

The delivery programme will be supported by a suite of programme management documentation and managed in accordance with normal council practices. Regular review and reporting will take place; the delivery programme will be a living document, updated and refreshed as required.

A fresh approach to delivery

Delivering regeneration and economic growth is complex, often involving many parties. It requires us to take a longer-term approach over many years and requires significant investment and commitment which may not return immediate economic or financial returns.

The scale of investment required and the current economic landscape suggest that a mix of delivery tools and partners will be needed to drive forward delivery on our priorities. Lack of investment resources over the short-medium term represents a fundamental challenge to achieving the council's aspirations for regeneration. We will continue to be prudent and only progress actions that are deliverable and affordable.

We will take a lead role in delivering the Regeneration and Economy Strategy. It will also establish a new partnership model to enable it to work collaboratively with a wide range of partners and stakeholders.

The council's role

The council will take a leading role within a new partnership model to deliver the regeneration ambition, facilitating, influencing and, where appropriate, directly intervening to address the range of new challenges and opportunities identified in the strategy.

The council will use its resources, expertise and assets to deliver sustainable growth, which could include:

- Directly delivering **catalytic projects** to stimulate private sector investment or where market forces are not leading to regeneration.
- Acting as a champion for the borough, **promoting the place** to partners, funders and businesses, with a focus on securing inward investment.

- Making best use of its **assets and investment** tools to support delivery, including the potential for disposals, acquisitions (including compulsory purchase where appropriate) and co-investment in priority projects.
- Working to make projects attractive and viable, by de-risking schemes and leveraging in **funding**.
- Ensuring **planning** policies and the development management system supports the regeneration and economy ambitions.

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We will continue to be bold and play a proactive role, ensuring that our assets and resources are used and aligned effectively. We will only intervene when there is a clear need and, in managing appropriate risks, prioritise investment from our public and private sector partners that delivers long-term economic, financial and regeneration benefits. We will prioritise projects that are deliverable and affordable and will impact on our programme of transformation, which will deliver savings and change the way council services are delivered.

Figure 3 – Council's leadership and partnership role



Consideration will be given to the most effective delivery approach for each project and a blend of approaches will most likely be used.



Direct delivery

Where the council decides to either release a site for a development project or directly deliver a project, it will either require some form of disposal agreement or some form of collaborative structure (often referred to as joint venture or JV).

There are a number of different models that can be used, depending on the project objectives and the council's and the market's approach to risk and reward.

Examples of models include:

- Forward sale.
- JV company and JV agreement underpinning the development obligations of the company.
- Contractual JV agreement e.g., a development agreement.
- Collaboration agreement.
- Promotion agreement.

Resources and funding

The council has a highly-skilled in-house regeneration and economy service, which is supported by access to a range of external expertise, where either additional capacity or specific professional and technical skills are required. We will continue to direct significant resources to secure external funding to support delivery of the strategy and our priority activities.

Where it is affordable to do so, the council will look to invest its own resources and may also look to use its borrowing powers to support delivery of key projects. All investment decisions will be subject to a full business case and will adhere to the council's financial strategies and policies.

The delivery programme will be structured so that projects that are affordable and will generate a capital receipt will be prioritised, where appropriate to do so. This will be used to off-set any borrowing as early as possible, in order to reduce financial exposure to the council and to reduce borrowing costs. Wherever possible expenditure will be capitalised to reduce the strain on the council's revenue budgets.

However, even with direct council investment, the scale of resources, funding and investment required to deliver the regeneration ambitions, means that the council will need to take a fresh and innovative approach to funding the regeneration programme. Both revenue and capital funding and additional investment from the public sector will be required. Levering in and unlocking private sector investment will also be critical – and ultimately it will be for the private sector to deliver much of the development needed to support long-term change.



We will:

- Develop a detailed **funding plan** to support the delivery programme.
- Develop the **evidence base** for key regeneration sites and major economic infrastructure projects so that it is well-placed to respond to major funding programmes.
- Continue to build **strong relationships** with other stakeholders and public agencies to ensure that the best opportunities for funding and other implementation opportunities are achieved.
- Continue to work with private sector developers and investors to secure **inward investment** for the borough and bring forward key regeneration sites at pace.
- Develop and deliver a pipeline of new **economic infrastructure** projects in line with the Havant Investment and Infrastructure Plan, including active travel and public realm improvements.
- **Bid** for resources to secure funding from national and regional public investment opportunities.
- Ensure **due diligence** and risk assessments are completed before investment decisions are made.

Partnership, governance and decision making

The council will continue to work collaboratively and in partnership with the public and private sectors at a national, regional and local level to ensure the Regeneration and Economy Strategy is delivered successfully.

Ensuring there is clarity around roles, responsibility and accountabilities will be essential, and this will be supported by transparent and robust decision-making. This section of the strategy sets out how the council will make decisions, establish a new partnership model. It sets out a proposed new governance model, that will enable the partners to work together effectively around a common purpose.

Figure 4 – Our partnership principles



Enable projects and services to be designed and delivered in a cost-effective, efficient and joined up way.



Improve common understanding, facilitate knowledge exchange or enable new and innovative approaches to delivery.



Broaden ownership of actions, outputs and outcomes, based on shared visions and a common purpose.



Strengthen the range of expertise that can be applied to priority actions and delivery.

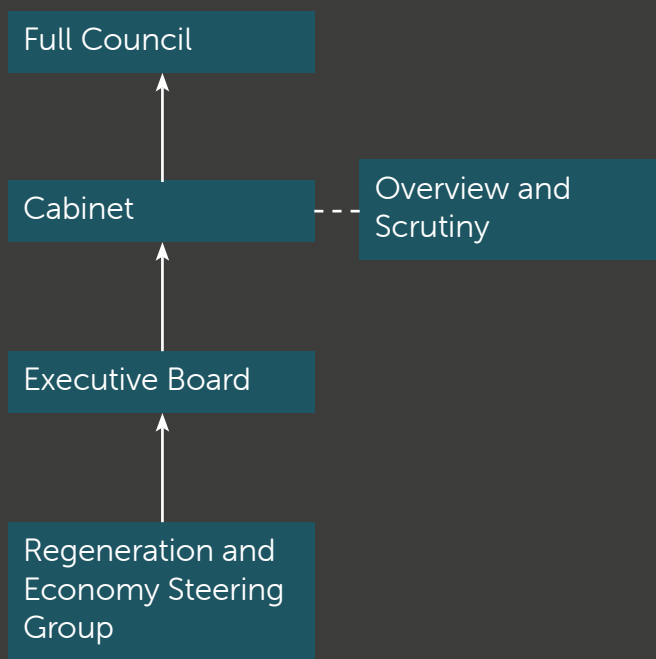


Enhance opportunities to access funding to deliver projects and tangible local benefits.

Decisions relating to the Regeneration and Economy Strategy and associated delivery programme will be made in accordance with the constitution.

- **Full Council** will formally adopt the strategy and all decisions relating to its implementation will be made in accordance with the council's constitution.
- **Cabinet** has delegated authority to make key decisions relating to major milestones in the delivering of the strategy.
- The **Executive Board**, led by the Chief Executive, will take the role of lead project sponsor for the Regeneration and Economy Delivery Programme.
- Where appropriate, progress with the strategy's delivery programme will be reviewed by the **Overview and Scrutiny** committee.
- The **Regeneration and Economy Steering Group**, chaired by the Cabinet Lead for Regeneration and Estates, will oversee the delivery plan progress against the priority themes and objectives, and will recommend further actions to ensure the successful delivery of the Regeneration and Economy Strategy.

Figure 5 – Decision Making



A new partnership model has been developed to ensure the successful implementation of this strategy.

A new **Strategic Regeneration Partnership** will be established.

Chaired by Havant Borough Council's Leader/Cabinet Lead (TBC), the council will invite key public sector elected members and private sector partners to help set and drive the strategic ambitions of the Delivery Programme. It is intended that representation on the Partnership will include neighbouring local authorities, Hampshire County Council, Homes England, Hampshire Police and Crime Commissioner, Solent Local Enterprise Partnership, the Havant Business Partnership, education providers and arts and cultural representatives. Terms of reference for the partnership will be agreed, which will set out proposed working arrangements, accountability and decision making. Membership of the Partnership may vary over time to reflect current priorities.

A new **Delivery Regeneration Partnership** will be established.

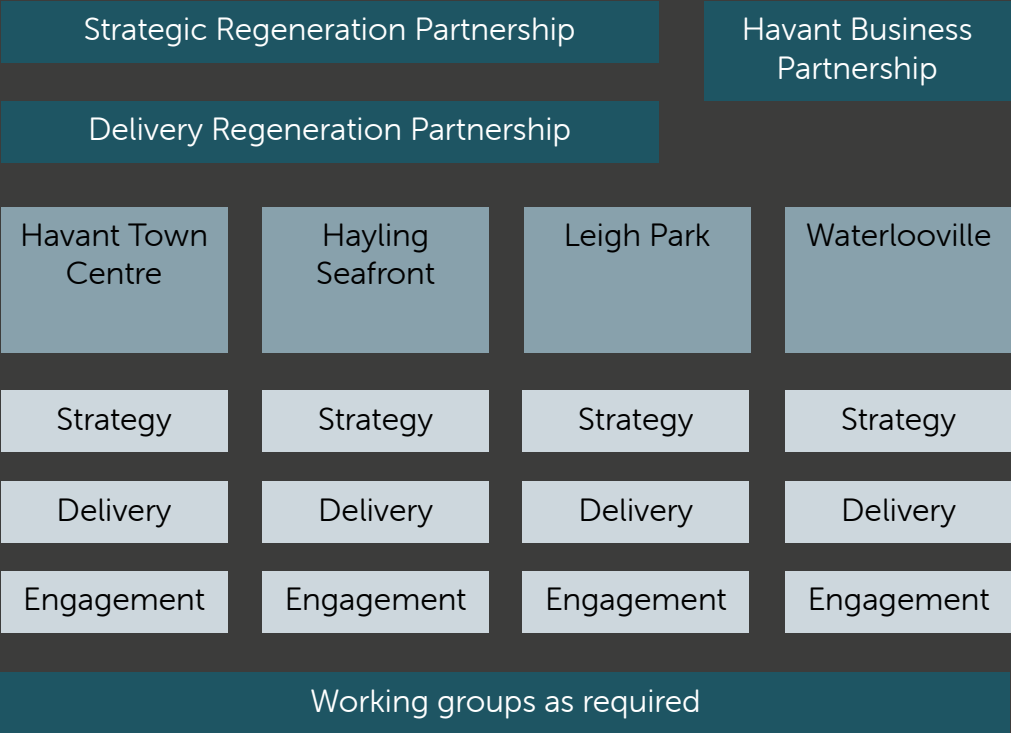
Chaired by either a Havant Borough Council senior officer or one of the key partners (TBC), the Delivery Partnership will co-ordinate, oversee and monitor the partnership delivery programme, providing regular updates to the Strategic Partnership Board. Membership of the Delivery Partnership will be focussed around those key partners responsible for delivery of key projects, programmes and initiatives, which all contribute to the overall delivery programme. Terms of reference for the group will be agreed which will set out proposed working arrangements, reporting, monitoring and evaluation monitoring arrangements and risk and delivery profiles. The Delivery Partnership will also take responsibility for commissioning any new task and finish working groups, needed to support delivery of the overall programme.

For each of the four **Spatial Priority Areas** individual and bespoke arrangements for setting the strategic focus, delivery programme and engagement strategy will be developed. Progress against the agreed spatial priority action plan will be reported to the Delivery Regeneration Partnership.

In progressing the delivery of the borough’s **Strategic Economic Infrastructure** projects, the council will work alongside key partners including Hampshire County Council, Solent LEP, Network Rail, National Highways and the Havant Business Partnership.

We will develop new partnerships with a range of existing stakeholders, and new ones from arts and culture, education and community organisations, to establish a new partnership and governance model.

Figure 6: New Partnership Approach

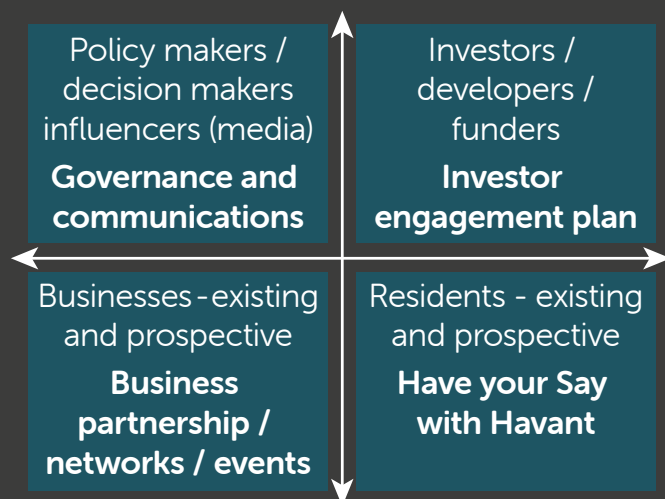


Engagement, consultation and communications

The council welcomes and values the contributions, ideas and participation from a wide range of stakeholders, which will include strategic partners, residents, community and business organisations.

We will seek to engage and identify ways to ensure an ongoing process of sharing information. Where we seek feedback on projects and proposals, we will consult.

Figure 7: Our consultation and engagement approach



Guiding principles

- **Two-way** communication and engagement – stakeholders have the opportunity to make their views and ideas heard while giving the council the opportunity to do the same.
- **Clear and consistent** messaging – messages are clear and consistent in respect of progress and decision making.
- **Open and transparent** – stakeholders are provided with access to relevant information, while also recognising the need for confidentiality and/or for treating information sensitively, as appropriate.
- **Approachable** – trust and treating people with respect.

For each of the four spatial priority areas, the council will develop and deliver a bespoke engagement and consultation approach. Engagement will be embedded in the new governance and working arrangements as the programmes of work develop.

Communication will also remain a key priority. We will utilise a variety of communication platforms to ensure that strategic and local partners are engaged and find creative and innovative ways to promote the borough and support the objectives of the Regeneration and Economy Strategy.

We will develop and implement a new approach to engagement and consultation alongside a positive and proactive communications approach.

Annex 1:

Policy Context

Build Back Better: Our Plan for Growth

Build Back Better: Our Plan for Growth sets out the UK Government's national approach to tackling long-term problems and delivering growth that creates high-quality jobs across the UK. The guiding focus is on Levelling-Up the whole of the UK and supporting the transition to Net Zero. In addition to support for skills and innovation, a number of competitive investment levers are being used to stimulate short-term economic recovery and to drive long-term productivity improvements including:

- UK-wide Levelling Up Fund.
- UK Shared Prosperity Fund.
- Towns Fund and High Street Fund to invest in local areas.
- £12 billion of funding for projects through the Ten Point Plan for a Green Industrial Revolution.

The 2021 Autumn Budget confirmed that the impact of the pandemic may not have been as severe as had been feared. The Office for Budget Responsibility (OBR) revised its estimates of peak unemployment down from 12% to 5.2%; the UK economy is now forecast

to grow by 6% in 2022, and 2.1%, 1.3% and 1.6% over the next three years. However, CPI inflation is expected to rise to 4% in 2022, driven by the impact of post-Covid pent up demand and high energy prices globally.

The Government is increasing its investment in Research and Development, with an aim for this to reach 2.4% of GDP by 2027. It is investing more than £5 billion in buses and cycling, and it has announced temporary business rate reliefs for retail, hospitality and leisure businesses.

There is £3.9 billion fund to decarbonise buildings and £1.5 billion will be invested in net zero innovation. Digital connectivity and delivering 4G coverage also remain a key part of the Government's approach to economic development.

The refreshed Regeneration and Economy Strategy will prioritise actions to maximise the opportunities for funding to deliver of our spatial and thematic priorities.

Net Zero Strategy: Build Back Greener (2021)

In 2021, the Government published its Net Zero Strategy, Build Back Greener. This sets out how the UK will achieve its Net Zero emissions by 2050. It includes ambitions to:

- Fully decarbonise the UK's power system by 2035 by investing in renewable energy.
- Deliver 5 GW of hydrogen production capacity and halving emissions from oil and gas by 2030.
- Create four carbon capture, usage and storage clusters across the UK.
- Set a path to all new heating appliances in homes and workplaces from 2035 being low carbon.
- Remove all road emissions at the tailpipe and kickstart zero emissions international travel.
- Treble woodland creation rates in England, contributing to the UK's overall target of increasing planting rates to 30,000 hectares per year by May 2024.^a
- ^a Deploy at least 5 MtCO₂/year of engineered Greenhouse Gas Removals (GGRs) by 2030.

The strategy promotes the job creation opportunities associated with the green economy and sets out plans for major Government investment to achieve its ambitions.

Levelling Up and Regeneration (2022)

In 2022, the Government's announced its Levelling Up ambitions to transform the UK by spreading opportunity and prosperity to all parts of the UK. The plan is underpinned by twelve national missions which form part of a Levelling Up and Regeneration Bill:

- By 2030, pay, employment and productivity will have risen in every area of the UK, with each containing a globally competitive city, with the gap between the top-performing and other areas closing.
- By 2030, domestic public investment in Research & Development outside the Greater South East will increase by at least 40% and at least one third over the Spending Review period, with that additional government funding seeking to leverage at least twice as much private sector investment over the long term to stimulate innovation and productivity growth.
- By 2030, local public transport connectivity across the country will be significantly closer to the standards of London, with improved services, simpler fares and integrated ticketing.

- By 2030, the UK will have nationwide gigabit-capable broadband and 4G coverage, with 5G coverage for the majority of the population.
- By 2030, the number of primary school children achieving the expected standard in reading, writing and maths will have significantly increased. In England, this will mean 90% of children will achieve the expected standard, and the percentage of children meeting the expected standard in the worst-performing areas will have increased by over a third.
- By 2030, the number of people successfully completing high-quality skills training will have significantly increased in every area of the UK. In England, this will lead to 200,000 more people successfully completing high-quality skills training annually, driven by 80,000 more people completing courses in the lowest skilled areas.
- By 2030, the gap in Healthy Life Expectancy (HLE) between local areas where it is highest and lowest will have narrowed, and by 2035 HLE will rise by 5 years.
- By 2030, well-being will have improved in every area of the UK, with the gap between top-performing and other areas closing.
- By 2030, pride in place, such as people's satisfaction with their town centre and engagement in local culture and community, will have risen in every area of the UK, with the gap between the top-performing and other areas closing.
- By 2030, renters will have a secure path to ownership with the number of first-time buyers increasing in all areas; and the government's ambition is for the number of non-decent rented homes to have fallen by 50%, with the biggest improvements in the lowest-performing areas.
- By 2030, homicide, serious violence, and neighbourhood crime will have fallen, focused on the worst-affected areas.
- By 2030, every part of England that wants one will have a devolution deal with powers at or approaching the highest level of devolution and a simplified, long-term funding settlement.

Solent 2050 and Solent Economic Recovery Plan

Outlines the sub-regional approach, which focuses on survival, stability and growth. A priority theme is securing a resurgence in coastal communities (including supporting a thriving visitor and cultural economy) through harnessing new technologies and approaches that will ensure inclusive growth.

Hampshire 2050

Sets out an ambitious vision and direction of travel for Hampshire, which capitalises on its assets. Havant borough is an active partner in the Hampshire 2050 framework, which has been established to guide and contribute to the future prosperity, quality of life and protection and enhancement of the character and environment of Hampshire.

Other evidence based documents which have informed this strategy include:

Havant Infrastructure Investment Plan

Prepared by Solent LEP, this document sets out plans for a more coordinated and streamlined approach to build evidence and make the strongest case for investment.

Freeports

The 2021 Budget the Solent region as one of eight Freeports in the UK. This includes Dunsbury Park as a designated 'tax site'. Subject to the agreement of a business case, the site will benefit from incentives relating to tax, planning, regeneration, infrastructure and skills and innovation. The council will work with the Department for International Trade to provide targeted and specific trade and investment promotion support to Dunsbury and help attract and secure investment and exporters.

Annex 2:

Refreshed economic profile

The following section summarises a refreshed economic profile that has been produced for the borough, so that the strategy's strategic priorities and objectives are based on the most up to date, intelligence and evidence. The refreshed economic profile, including all the publicly available data sources used in its development, is provided as a supporting evidence document to this strategy.

Responding to population growth

- By 2030 there are projected to be over 9,000 more residents in Havant borough than there were in 2020.
- There are sites to accommodate over 10,000 new homes by 2037.
 - Housing affordability has become an increasingly acute local issue.

Around 9,000 more residents are projected to be living in Havant borough by 2030 than there were 2020. This will create fresh demand for services, jobs and housing in a borough in which job density and the employment rate are low, and claimant count unemployment is high by local standards.

There is an objectively assessed housing need of 10,433 new homes in the borough between 2016 and 2037 and sufficient sites for 10,773 homes. Housing affordability has become an increasingly acute issue for the borough, with the ratio of median house prices to median earnings for full-time worker rising from 6.8:1 in 2011 to 9.0:1 in 2021. Indeed, median residential property prices have risen faster over the period in Havant borough than in any other district/borough in the Partnership for South Hampshire area (PfSH).

Building a stronger economy

- Havant borough's economy was worth £2.66 billion in 2018, but it had lost some of its value prior to the Covid-19 pandemic.
- The manufacturing sector represents over 10% of the local employment in Havant borough and represents a significant sector specialism.
- 8% of the borough's businesses are knowledge economy businesses and there are 25 high growth businesses.

Havant borough's economy was worth £2.66 billion in 2018. It is not yet clear what the impact of the Covid-19 pandemic has been and whether any losses that there may have been are short or long-term. Prior to the

pandemic, the economy lost £300 million of value in real terms between 2012 and 2018, almost all due to the loss of two major employers in the manufacturing sector – Seagate and Pfizer.

The manufacturing sector still represents a strong sector specialism in the borough with over 10% of employment in the sector. This compares to a south east average of around 5%.

Knowledge intensive and high growth businesses will drive economic growth. There are 440 (8%) knowledge economy businesses employing 2,925 people in the borough. Nearly half (44%) of these businesses are in the IT Services sub-sector, but it has distinct knowledge economy business concentrations in Aerospace and Transport; Computing and Advanced Electronics; and Communications, although the actual number of these businesses is small.

Improving digital connectivity is key to supporting businesses and local communities in the future.

Whilst full fibre broadband coverage is below the Hampshire average, superfast broadband coverage and the mean maximum broadband download speeds are above the Hampshire averages.

Creating new and better jobs

- There are 41,000 jobs in Havant borough, but at 0.69 jobs per 16-64 year old resident, the borough has the second lowest job density of the districts/boroughs in the Partnership for South Hampshire area.
- There are concentrations of jobs in Energy, Manufacturing, Engineering, Construction, Education and Accommodation and Food Service.
- Havant borough has a large amount of retail floorspace, but it appears low value and there is a need to diversify town centre uses.

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Havant borough's economy remains quite strongly focused on the production industries and construction. Its service sector is under-developed compared with many other areas. There is niche activity around electricity supply, telecommunications, fluids, computing and electronics; and aerospace and transport.

The construction sector is highly mobile, operates very flexibly and is characterised by a high proportion of self-employment and micro-businesses. It is significant to the Havant borough economy with business concentrations across many of its subsectors. Understanding this sector and how best to support it is a key challenge for the council and its partners.

Responding to a new retail environment

- Havant borough has a high volume but low value of retail floorspace.
- There is a need to diversify town centre uses, so that they are less reliant on retail.
- Changing shopping habits has created strong demand for logistics and flexible warehouse spaces.

The quantum of comparison goods retail floorspace that was developed in Havant Town Centre exceeded the 2009 target by 14,034 sq.m, but arguably at a time when it had started to become less relevant to the economic success of town centres. The Havant Town Centre Study (2020) notes an increase in the number of lower value charity and discount stores and a reduction in food and drink uses. In 2017 18 (8.2%) ground floor units were vacant.

The borough's retail floorspace appears not to be high value and may currently fail to serve a catchment area much beyond its boundaries. Neighbouring Portsmouth is likely to be a more attractive regional retail centre and the borough's Town Centres will need to be repositioned within this context and the wider changes in retail habits. This will result in them being less reliant on retail, providing

a more diverse range of uses and promoting their own unique characters.

The changes in retail patterns is shifting demand for floorspace away from retail and towards logistics and warehousing, as on-line shopping creates greater demand for near-to-market storage space. There will need to be a flexible approach to land use allocations and employment designations, which reflects these changes.

Levelling up the borough - inequality and deprivation

- 11% of working age residents in Havant borough have no qualifications.
- 23 out of the 75 LSOAs are in the 20% most deprived local areas in England, with Education and Skills deprivation being particularly acute.
- There were 1,700 more claimant count unemployed residents in September 2021 than there had been two years earlier and at 4.5%, unemployment is amongst the highest in the PfSH area.
- There are 93.2 crimes per 1,000 residents, but in parts of Leigh Park, Waterlooville the town centre, they are over 200 per 1,000 residents.

Just under third (23 out of 75) of all the Lower level Super Output Area (LOSAs) in the borough are in the top quintile of most deprived local areas in England. Although there are pockets of deprivation on Hayling Island and in Waterlooville, there is widespread deprivation in the Leigh Park area. This includes income, employment, health and crime deprivation, whilst employment and skills deprivation appears to be the most acute and widespread. The borough's unemployment (4.5%) is amongst the highest in the PfSH area and the employment rate (72.8%) is lower only in the Isle of Wight (71.7%) and Gosport (61.4%). A high proportion of the boroughs working age residents (11%) hold no qualifications (11%).

The pandemic has also had a disproportionate impact on 16-24s. Unemployment rates among this age group is as high as 8.2% in some Leigh Park wards, compared with a borough average of 4.5%.

The Havant Healthy Borough Assessment (2018) suggests that the borough performs better than the England average on male life expectancy, hip fractures in older people, diabetes diagnoses, alcohol specific hospital stays (under 18s), alcohol related harm hospital stays, newly sexually transmitted infections, and new cases of tuberculosis. However, it performs worse than the England average on hospital stays for self-harm,

dementia diagnoses, smoking prevalence in adults, children living in low income families, GCSE achievement and violent crime.

Economies for Healthier Lives – Leigh Park report, No-one Left Behind – Closing the Opportunity, Attainment and Health Gap for Young People in Leigh Park (2021) suggests that life expectancy in this ward is ten years less than in other parts of Havant borough; good child development is much less widespread; childhood obesity and smoking rates are high; and that unemployment in February 2020 was more than double (9.4%) the then Havant borough rate (4.3%).

Between September 2020 and August 2021 there were 11,064 crimes in Havant borough. This is 93.2 crimes per 1,000 residents and is higher than in all of other PfSH areas, apart from Portsmouth and Southampton. Some areas within the borough have much higher crime rates than others. Parts of Leigh Park, Waterlooville and Havant town centre all had crime rates above 200 per 1,000 residents.

Capitalising on the natural environment

- Hayling Island is a key asset for the borough to support sustainable tourism and provide opportunities to promote active lifestyles.

Havant borough is located on the Solent coastline, incorporating Langstone Harbour and Hayling Island. The borough's tourism industry supports around 4,600 jobs and Hayling Island offers a combination of an unspoilt natural environment, opportunities for active leisure pursuits and family holiday and leisure facilities. As with many holiday destinations much of the employment is seasonal and unemployment on the island is above the borough average.

Annex 3:

Havant Regeneration and Economy Strategy

High Level (Indicative) Delivery Plan

This high-level delivery plan provides an indicative outline of where the council's primary focus will be to deliver the outcomes and objectives of the Havant Regeneration and Economy Strategy (2022 to 2036). More detailed programme management documentation will be developed and managed in accordance with normal council practices and through the new proposed Strategic Partnership. The proposed projects/initiatives set out below are likely to form part of the early phase of the programme, however more detailed consideration will be given to prioritisation, phasing and delivery timescales and funding availability.

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Theme 1: Sustainable Places

Outcome: Creating sustainable places and infrastructure to drive balance economic growth and develop a more resilient, inclusive and adaptable economy.

Objectives	Deliverables
1.1 Transform Havant Town Centre into a thriving place to live, work and invest.	<ul style="list-style-type: none"> • Plaza campus opportunity area – including Plaza East. • Bulbeck Road redevelopment. • Access and Public Realm package. • Meridian Centre. • Market Parade.
1.2 Create an exciting and modern seafront destination at Hayling Island.	<ul style="list-style-type: none"> • Ambition framework document and delivery programme. • New Seafront Strategy development. • New branding approach.
1.3 Address inequalities by tackling the economic and social challenges facing Leigh Park.	<ul style="list-style-type: none"> • Economies for Healthier Lives Programme. • Youth (skills) Hub. • Leigh Park Regeneration Plan development. • Freeport (Dunsbury) Programme.

Objectives	Deliverables
1.4 Regenerate Waterlooville into a vibrant and inclusive town centre.	<ul style="list-style-type: none"> • Engagement with key landowners/ businesses. • Strategic partnership development. • Levelling-up Fund bid scope and preparation. • Waterlooville Regeneration Plan development.
1.5 Promote infrastructure that supports a strong economy and connected communities.	<ul style="list-style-type: none"> • Havant Thicket • Havant Town Centre Active Travel packages including Town Centre and Warblington footbridges. • Hayling Billy Trail.
1.6 Accelerate the delivery new homes with a mix of tenures to support local needs for all generations.	<ul style="list-style-type: none"> • Housing led schemes including Havant Town Centre projects. • Alignment to emerging Housing Strategies and Local Plan objectives.

Theme 2: Successful People

Outcome: Developing higher-level skills demanded by our local employers, especially in new STEM and digital, advanced engineering and low carbon sectors, to ensure local residents, particularly young people, have the opportunity to secure good quality local jobs.

Objectives	Deliverables
2.1 Improve the employability of young people.	<ul style="list-style-type: none"> • Link Up Leigh Park (Economies for Healthier Lives). • DWP Youth Hub (Leigh Park). • Kickstart Programme. • Job Fairs. • Get Havant Working Programme.
2.2 Ensure that all our residents have the skills to succeed in work.	<ul style="list-style-type: none"> • Get Havant Working Programme. • Freeports – Skills Innovation Centre. • Apprenticeship programmes.
2.3 Tackle poverty and exclusion particularly through addressing barriers to employment.	<ul style="list-style-type: none"> • Link Up Leigh Park (Economies for Healthier Lives). • Partnership Programme.

Theme 3: Better Business

Outcome: Supported and thriving businesses, which have opportunities to grow and actively promote Havant borough as a place for new investment and business.

Objectives	Deliverables
3.1 Ensure the provision of an adequate supply of business space for growth.	<ul style="list-style-type: none"> • Strategic site development support. • Incubation/start up space initiatives. • Freeports (Dunsbury) Programme.
3.2 Promote Havant borough's assets, ambitions and potential as a business destination of choice to secure appropriate new inward investment.	<ul style="list-style-type: none"> • Inward Investment campaign. • Havant Business Partnership. • Promotion of visitor and cultural economies.
3.3 Encourage entrepreneurship and business start-up.	<ul style="list-style-type: none"> • Rebel Business School.
3.4 Facilitate the delivery of good quality strategic employment sites in key locations that meet the local and regional need.	<ul style="list-style-type: none"> • Strategic site development support programme. • Freeports (Dunsbury) Programme.
3.5 Ensure the delivery of appropriate business and economic infrastructure.	<ul style="list-style-type: none"> • Havant Town Centre access and public realm package. • Havant Infrastructure Investment Plan.

Supporting themes

Finance and funding

Outcome: Financially sustainable places with opportunities created to lever in public and private sector funding for the benefit of the place, its residents and its businesses.

Objectives:

- Develop detailed funding plan to support the delivery programme.
- Develop the evidence base for key regeneration sites and major infrastructure projects so that it is well-placed to respond to major funding programmes .
- Continue to build strong relationships with other stakeholders and public agencies to ensure that the best opportunities for funding and other implementation opportunities are achieved.
- Continue to work with private sector developers and investors to secure inward investment for the borough and bring forward key regeneration sites at pace.
- Develop and deliver a pipeline of new economic infrastructure projects in line with the Havant Investment and Infrastructure Plan, including active travel and public realm improvements.
- Bid for resources to secure funding from national and regional public investment opportunities.
- Explore and where appropriate seek to establishing income generation models.

Partnerships and governance

Outcome: A new partnership model to deliver the regeneration ambition, facilitating, influencing and, where appropriate, directly intervening to address the range of new challenges and opportunities identified in the strategy, supported by clear and robust decision-making.

Objectives:

- Creation of new partnerships with a range of stakeholders.
- Establishment of a new partnership model.
- Clear, robust and transparent decision-making.

Engagement, consultation and communications

Outcome: Engagement, involvement, participation and consultation with a wide range of stakeholders, including strategic partners, residents, community and business organisations, supported by a positive, pro-active and creative communications approach.

Objectives

- Develop and implement a new approach to stakeholder engagement and consultation alongside a positive and proactive communications approach.

Climate change and environment

Outcome: Alignment of regeneration and economy programme to support the objectives of the Climate Change and Environment Strategy (2020):

- Reducing carbon emissions to Net Zero before 2050.
- Protecting and enhancing our natural environment.

Objectives

Delivery programme to be designed, where appropriate, to prioritise projects which align to and support the objectives of the Climate Change and Environment Strategy.

- Seek out opportunities to work with businesses and partners to build a low carbon economy.
- Promote excellence in work / life balance in the borough.
- Develop projects that protect and enhance the natural environment, through high quality design, active travel and promoting green infrastructure and open spaces.

NON EXEMPT

HAVANT BOROUGH COUNCIL

CABINET

02 March 2022

Hayling Island Seafront Strategy – Regeneration Ambition - Update

FOR DECISION

Portfolio Holder: Cllr Clare Satchwell, Cabinet Lead for Planning, Hayling Seafront Strategy and Coastal Management

Key Decision: YES

Report Number: HBC/046/2022

1 Purpose

- 1.1 This paper provides Cabinet with an update on work underway to develop a Hayling Island Seafront Strategy. It asks Cabinet to note progress made since the previous paper to Cabinet on 8th September 2021.
- 1.2 This paper further seeks that Cabinet endorse the Ambition document for Hayling Island Seafront, following a programme of engagement with a range of stakeholders. Cabinet are also asked to agree the next steps, which include the evolution of a brand for Hayling Island Seafront and a high-level delivery plan.

2 Recommendation

- 2.1 Members are recommended:
 - (i) To note the update on work underway to develop a Hayling Island Seafront Strategy.
 - (ii) To note the update on the engagement programme
 - (iii) Endorse the revised ambition document for Hayling Island Seafront to provide a framework for the wider Seafront Strategy and direct the Hayling Island Seafront Regeneration Programme.
 - (iv) Endorse the work done to develop a brand for Hayling Island Seafront and agree next steps
 - (v) Agree the high-level delivery plan which will form the basis for the Hayling Island Seafront Regeneration Programme.

3 Executive Summary

- 3.1 In September 2021, Cabinet were updated on work underway to develop a Hayling Island Seafront Strategy. Working with a wide range of stakeholders and strategic partners, the Council established its wish to deliver an ambitious but deliverable plan for Hayling Island seafront, ensuring stronger coordination between the management, protection and enhancement of the seafront, all set within a framework for regeneration. Much work has progressed and is outlined within the report.
- 3.2 In order to establish a framework for regeneration, Cabinet were asked to endorse a draft ambition document to enable stakeholder engagement and consultation. The draft ambition set out a framework for the future of the seafront including enhancement of the range and quality of attractions and improvements to the environmental quality and urban design of the seafront. Extensive consultation and engagement have taken place over the last few months and views sought on the ambition and updated accordingly. The council received over 650 responses to the engagement programme through a variety of channels. The Cabinet are now asked to endorse the Ambition Document to provide a framework for the wider Seafront Strategy and direct the Hayling Island Seafront Regeneration Programme.
- 3.3 In parallel, Cabinet were also asked to approve the development of a new brand for Hayling Island Seafront. Development of a brand will support work to articulate the ambition and improve the perception of the seafront to visitors and potential investors. This paper provides an update on that work and seeks Cabinet approval to the work to date and further development of a brand for the seafront.

4 Additional Budgetary Implications

- 4.1 None directly arising from this report. All work will be done within existing budgets or with the benefit of external funding. Where additional funding is required, this will be the subject of separate business cases brought to Cabinet for consideration and approval.

As part of the project documentation for each project above, a budget plan will be produced. As the projects are refined, the work will be scoped further to give a more accurate picture of potential costs and budget requirements.

Budgets will be monitored closely to ensure there is sufficient funding and where required, the work will be phased, and appropriate programme management arrangements will be in place to ensure it can be delivered within the approved budgets

5 Background and relationship to Corporate Strategy and/or Business Plans

Emerging Hayling Island Seafront Strategy

- 5.1 Hayling Island Seafront Strategy – Developing a Regeneration Ambition was presented to Cabinet on the 8th September 2021. This paper established the Council's wish to work with a wide range of stakeholders and strategic partners to deliver an ambitious but deliverable plan for the seafront. The new approach will ensure stronger coordination between the management, protection and enhancement of the seafront, all within a framework for regeneration.
- 5.2 The Strategy is likely to cover matters including the Council's approach with regards to coastal and shoreline management, operational management of assets and key infrastructure, how it meets its statutory and mandatory obligations with regards environmental and coastal protection, as well as how it can best achieve its aspirations for regeneration and economic growth.
- 5.3 Work has progressed since September 2021 and is outlined in Appendix 1. The Seafront Strategy continues to develop, and an update will be brought to Cabinet at a future date.

A Draft Ambition for Hayling Island Seafront - Engagement Programme

- 5.4 A key element of a new strategy for Hayling Island Seafront is the Council's aspirations for regenerating the seafront. A new draft ambition document was endorsed by the Cabinet in September 2021, to enable delivery of a programme of stakeholder engagement and consultation.
- 5.5 Public engagement on the draft ambition document commenced on the 18th October 2021 until the 28th November 2021. Respondents were asked for their views on the draft ambition document for Hayling Island seafront. However, any comments received were noted and recorded immediately following Cabinet on 8th September 2021.
- 5.6 The engagement programme covered online, printed and face-to-face channels to inform, engage and capture from a wide group of stakeholders including residents, businesses, visitors, works, organisations and campaign groups. The approach followed the engagement framework which was agreed at Cabinet on the 8th September 2021.
- 5.7 The council received over 650 responses to the engagement programme through a variety of channels. A full outline of the Engagement programme is within Appendix 2. Table 1 below outlines a summary of the approach taken.

Table 1

Method	Outline	Response
Online survey	The online survey consisted of open and closed questions to gather views towards the draft ambition document. Paper copies were made available at engagement events and provided on request.	266 responses were received
Online mapping tool	This allowed respondents to submit comments in relation to certain geographical locations.	74 responses were received via the online mapping tool.
Emails and letters	Individuals and stakeholders could submit emails or letters to a dedicated email address or to send hard copy letters	63 emails and letters were received.
Exhibition events.	Two events were held at Hayling Island Community Centre on: - 11th November 2021 (14:00 – 17:30) - 13 November 2021 (10:00 – 13:00) Materials were displayed at each session. Members of the team were on hand to answer any questions, address concerns, discuss the draft ambitions and receive feedback from attendees	Officers engaged with over 280 attendees
Schools Events	Two school sessions were held. Hayling College (Year 7-11) and Mill Rythe Infants (Year R-2)	28 young people gave their views
Strategic Stakeholders	The approach taken was informal and based on future working and developing effective ongoing partnerships. Stakeholders have been engaged or have meetings set up in the coming months. This list of stakeholders will evolve through the next stages of work.	These include Hampshire County Council, Natural England, Inn on the Beach, Hayling Island Golf Club.

- 5.8 The engagement programme was promoted through a variety of communications channels: press releases; social media posts, Gov Direct bulletin, email to key stakeholders, email to Hayling Island businesses, four-page article in the Hayling Herald newspaper, posters, Hampshire Live News, Portsmouth Newspaper article, Radio Solent Breakfast show and South Today.

- 5.9 The engagement programme concluded that people could see the value of the draft ambition document and see how it can help to shape future of the seafront, however there were a number of key issues that were raised on the barriers to delivering the ambition. Residents were rightly clear on what matters most to them. These areas of importance or concern have been considered and now been integrated into a revised ambition document, wherever possible.
- 5.10 This paper seeks endorsement of the revised ambition document, Appendix 3, which will then act as a framework for the wider Seafront Strategy and to direct the Hayling Island Seafront Regeneration Programme. It should be noted that it is intended to evolve through more detailed delivery and phasing plans and will evolve through further engagement with residents and stakeholders.
- 5.11 In terms of a Hayling Island Seafront Regeneration Programme, a high-level implementation plan has been developed to establish priority projects and intervention. This is set out in appendix 4. In terms of the Council's broad approach and in line with the broader Regeneration & Economy Strategy, the Council will:
- i. **Lead** and drive at pace the delivery of the Ambition of Hayling Island Seafront Strategy.
 - ii. **Promote**, influence, lobby and advocate our strategic priorities in partnership with public and private sector stakeholders such as to deal with issues such as transport and water quality.
 - iii. Seek opportunities to **directly deliver** projects to address market failure and act as a catalyst for change to stimulate private sector investment.
 - iv. Make best use of its own **land and assets** to directly deliver projects or generate income
 - v. **Funding** – take a fresh and innovative approach to funding the delivery of the strategy. This will include: **Bidding** for resources to secure funding from national (Department for Levelling Up, Housing and Communities) and regional (Solent Local Enterprise Partnership and Hampshire County Council) public investment opportunities.
 - vi. Continue to build **strong relationships** with other stakeholders and public agencies to ensure that the best opportunities for funding and other implementation opportunities are achieved

Hayling Island Seafront Branding

- 5.12 Development of a new brand for Hayling Island Seafront was identified as an early priority. The first step was the development of a colour palette and font. This was used for all engagement programme materials and whilst no views were specifically sought on the colours, they appeared widely accepted with no negative reactions.

5.13 The cabinet are asked to endorse that:

- i. The colours and font listed in appendix 5 as the first stage of establishing a new brand for Hayling Island Seafront and opportunities identified for using these across council services on the seafront are developed
- ii. That the communications team can evolve the branding to ensure a brand exists for Hayling Island Seafront, which will articulate the ambition and improve the perception of the seafront to visitors and potential investors.

Relationship to Corporate Strategy

5.14 The development of the Hayling Island Seafront Strategy, the ambition document and subsequent delivery programme strongly align with all themes as set out in Corporate Strategy 2022-25.

- **Theme 1 - An environmentally aware and cleaner Borough:** the Regeneration Strategy and Ambition for Hayling Island Seafront will align to aspirations for a cleaner, greener borough with projects targeting low or zero carbon where appropriate. A large area of the Seafront is designated as a SSSI and the ambition document seeks to have a focus on protecting and enhancing its natural environment. The Seafront ambition intends to promote the creation of environmental initiatives such as plastic-free. Opportunities for active and sustainable travel will be promoted.
- **Theme 2 - A safe environment, healthier and more active residents:** the Regeneration Strategy and Ambition for Hayling Island Seafront and any programme and projects delivered will seek to create places that are safe, that encourage healthy and active lifestyles and that support positive place-making for residents. This will include better connectivity through improved public realm and wayfinding to improve active travel. The proposed vision has 'happy and healthy' at its heart.
- **Theme 3 - A thriving local economy:** both the wider Hayling Island Seafront Strategy and the regeneration ambitions will drive economic growth, through positive place-making and regeneration, with a particular focus on the visitor economy.
- **Theme 4: A revitalised borough with infrastructure that meets our ambitions:** the Ambition for Hayling Island Seafront programme and projects will seek to deliver infrastructure (either directly or via partners) that will support the regeneration aspirations for the Council and have potential to deliver many of the broader objectives as set out in the Corporate Strategy.
- **Theme 5: A responsive and commercial Council:** the Ambition for Hayling Island Seafront will align to the Council's Financial Strategy and seek to create opportunities for income generation. A likely objective of the Hayling Island Seafront Strategy will be to create a self-sustaining place.

- **Theme 6: A quality home for all:** The Ambition for Hayling Island Seafront will support opportunities for housing delivery, focussing on both quality and mix to ensure residents' needs are met and the regeneration aspirations realised.

- 5.15 The work outlined in this paper aligns and seeks to deliver and further develop the work as set out in the adopted Regeneration Strategy – Opportunity Havant (November 2018) and the proposed refreshed Regeneration Strategy (March 2022). Hayling Island Seafront is identified as one of the priorities of the Regeneration & Economy Strategy. The Strategy recognises the unique character of the seafront and its potential to be enhanced, both in terms of the built and natural environment.
- 5.16 This work will also seek to align and complement work being undertaken on the emerging Hayling Island Coastal Management Strategy 2120 and work underway to develop a Flood and Coastal Erosion Risk Management (FCERM) Strategy for Hayling Island.
- 5.17 The work also aligns closely to and seeks to support delivery of the (existing and emerging) Havant Borough Council Local Plan (Emerging Policy KP3 Hayling Island Regeneration).
- 5.18 This work will support the ambitions and priorities set out in the Council's recently adopted Climate Change and Environment Strategy. The Ambition document has a focus on the natural environment and seek to enhance and protect what makes Hayling Island coastal landscape unique. The council will strive to secure low carbon schemes where possible. There will be a focus on enhancing active travel routes to support not only climate change objectives but support health and wellbeing. As work progresses, other opportunities for aligning to the strategy will be identified, with the potential for additional electric vehicle charging points and other similar initiatives being explored.

6 Options Considered

- 6.1 *Do nothing* – Without a clear regeneration ambition for the seafront, opportunities will be lost to enhance the infrastructure, facilities and the economy. Including supporting delivery of the Emerging Local Plan Policy KP3. Short term decisions may be made which may lose the strategic opportunity to enhance the seafront offer and upgrade the seafront's infrastructure.

7 Resource Implications

Financial Implications

- 7.1 Costs will met by existing staffing budgets or other successful grant funding bids. Where additional specialist support or advice is required, the cost of this will be met within existing budgets or with the benefit of external funding.
- 7.2 Further as the projects are developed, any future costs (capital and revenue) associated with the delivery of those projects will be considered in detail as part of further business cases and any None arising from this report. Information Governance will be considered at detailed project level and managed appropriately and in accordance with regulations and guidelines decisions to proceed with those projects will enable the financial implications to be considered in detail by Cabinet or Council, as appropriate.

Section 151 Officer comments

1st February 2022

There are no additional financial implication as a result of this report. Any proposed further expenditure arising from the current work will be the subject of future reports to members.

Matthew Tiller
Head of Finance (Deputy Section 151 Officer)

Human Resources Implications

- 7.3 None. All work will be done in-house or by consultants funded within existing budgets.

Information Governance Implications

- 7.4 None arising from this report. Information Governance will be considered at detailed project level and managed appropriately and in accordance with regulations and guidelines

Links to Shaping our Future Programme

- 7.5 This work forms part of the wider work programme to support the Regeneration & Economy Strategy. The strategy aligns strongly to the Shaping Our Future Programme and will directly support the ambition to transform the Council to better serve its residents, businesses and places The ambition is to make Hayling Island Seafront a vibrant and

sustainable place with sustained economic prosperity, with further inward investment and strong partnership working. This directly links to and supports the ambitions set out in the Shaping Our Future Programme

Shaping our Future Lead comments

Date: 3 February 2022

This meets the ambitions of the Council's Corporate Strategy

Kim Sawyer
Chief Operating Officer

Other resource implications

7.6 None.

8 Legal Implications

8.1 Approval of the recommendations in this report may require the engagement of external consultants and contractors, which will need to be undertaken in accordance with Contract Standing Orders. The terms of the agreements will need to reflect the conditions of any grant funding.

8.2 The process of awarding concessions must be undertaken in accordance with Contract Standing Orders.

(James Paterson 14th December 2021)

Monitoring Officer comments

Date: 03/02/2022

The recommendations made in this report and the content which underpins them are consistent with the Council's ambitions under its Corporate Strategy.

Other than those appearing above, there are no current legal implications although these may arise and will need to be assessed as proposals develop

Mark Watkins, Deputy Monitoring Officer

9 Risks

- 9.1 All risks will be considered and managed at programme and project level. However, it is recognised that there will inevitably be a series of risks associated with each of the projects and these are likely to fall into the following categories.
- Financial – risk of budget overspend and financial impact on Council.
 - Legal – any legal risks arising from contractual obligations or liabilities.
 - Quality – risks associated with non-delivery of objectives of the programme and lack of quality.
 - Reputational – risk to the Council's in terms of relationships and reputation.
- 9.2 These risks will be identified and considered in detail at project level. Risk registers will be created as part of the programme management

10 Consultation

- 10.1 Engagement and consultation with local residents, businesses and a wide range of key strategic stakeholders has formed the outputs of this report. Moving forward, engagement and consultation will be important to ensure stakeholder buy-in and to get the best outcomes for the local community. As part of the borough wide regeneration programme, a bespoke engagement and consultation approach will be developed for each of the spatial priority areas, including Hayling Island Seafront. Engagement will be embedded in the new governance and working arrangements as the programmes of work develop.

11 Communication

- 11.1 Communications with local residents, businesses and key partners will also be important and a variety of methods will be used to keep people updated and communicate key messages. This will include updates via the broader regeneration programme website (www.havewithhavant.co.uk) as well as dedicated pages on the Council website (www.havant.gov.uk/hayling-island-seafront), social media channels and other methods as appropriate. Residents can also sign up for GovDelivery updates on Hayling Island Regeneration
- 11.2 A Communications Plan will be developed by the Council's communication teams and will be a whole Council plan to ensure coordination across the various services. This will link closely with the Havant Regeneration Programme.

12 Appendices

Appendix 1: Emerging Hayling Island Seafront Strategy – Progress

Appendix 2: A Draft Ambition for Hayling Island Seafront Consultation and Engagement Report – December 2021

Appendix 3: Revised ‘An Ambition for Hayling Island Seafront’ (Draft – still being revised)

Appendix 4: Hayling Island Seafront Regeneration Programme - High-level implementation plan

Appendix 5: Hayling Island Seafront Colour and Font

13 Background Papers

Hayling Seafront Strategy – Developing a Regeneration Ambition
Cabinet Report 8th September 2021

<https://havant.moderngov.co.uk/documents/s39015/050821%20-%20HS%20Cabinet%20Paperfinal.pdf>

Havant Regeneration Strategy -

<https://cdn.havant.gov.uk/public/documents/Have%20opportunity%20with%20Havant%20update%20March%202019.pdf>

Hayling Island Coastal Management Strategy 2120/Flood and Coastal Erosion Risk Management (FCERM)

<https://coastalpartners.org.uk/project/hayling-island-coastal-management-strategy-2120/>

Agreed and signed off by:

Monitoring Officer: 3rd February 2022

S151 Officer: 1st February 2022

Director: 19th January 2022

Portfolio Holder: 1st February 2022

Contact Officer: Pennie Brown

Job Title: Regeneration Manager

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Hayling Island Seafront Strategy – Regeneration Ambition - Update

Appendix 1: Emerging Hayling Island Seafront Strategy – progress

The work that has progressed since September 2021 on the Emerging Hayling Island Seafront Strategy:

- i. Cabinet lead responsibilities reflect key strategic issues to take a 'place-based approach' on Hayling Island Seafront. The Cabinet Lead has responsibilities for Planning, Hayling Seafront Strategy and Coastal Management.
- ii. A Hayling Island Seafront Season 22 Plan is being developed. It sets out to provide 'A safe, successful season 22 experience for residents, businesses of, and visitors to Hayling Seafront'.
- iii. Additional attention on operational activity on Hayling Island Seafront between June 2021 and March 2022. Funded by Welcome Back Fund, a total cost of £72,600 has been allocated to support additional cleaning of toilets including a deep clean; Additional litter picking; the clearance and replanting at Sinah Common; Christmas illuminations and future clean-up of toilet blocks on the seafront.
- iv. A Concessions plan is being developed for Season 22. This will be marketed in the new year with an aim to attract concessions that will support the regeneration ambitions for the seafront and provide a more coordinated approach.
- v. A beach hut strategy is in development, this will look at the different operating models for beach hut provision and a clear vision for beach huts on Hayling Island Seafront.
- vi. In September 2021 the council applied to Changing Places, through Muscular Dystrophy UK and DLUHC, for a share of £30mil to install a Changing Places toilet for adults and children with disabilities on Hayling Island Seafront. If successful, the funds could be received as early as February 2022.
- vii. New Governance Structure, Hayling Island Seafront Board to be established of key strategic stakeholders for the delivery of operational services and regeneration of the seafront.

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A DRAFT AMBITION FOR HAYLING ISLAND SEAFRONT COMMUNICATIONS AND ENGAGEMENT REPORT

DECEMBER 2021

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1. Introduction and Background

Hayling Island is a unique and popular seaside destination that has been a tourist attraction for over a century. As part of Havant Borough Council's Regeneration Strategy 2018, the seafront location has been identified as a key area with high potential and promising opportunities to include as part of its wider regeneration agenda. The Havant Regeneration and Economy Strategy is currently being refreshed but Hayling Island Seafront will remain a key element of its regeneration plans.

In pursuit of this aim to regenerate the seafront, the Council commissioned consultants to support the development of an ambition and strategy for Hayling Island seafront. Works were undertaken by Hemingway Design (January 2019) and Mace (December 19/20) to this end. These works identified the following strengths and challenges for the area – the following is taken from the Havant Borough Council website:

The seafront has a heritage rich in water sports and it offers a high-quality natural environment. The local tourism sector has great potential to contribute to the local economy, attracting significant visitor spend and supporting over 4,500 jobs across the Borough.

There are some key challenges:

- *Parts of the seafront are dated and require updating and investment*
- *The coastline is dynamic and vulnerable to coastal flooding and erosion, particularly during high tide and storm events.*
- *The island geography can lead to congestion on the roads during peak times*
- *The seasonality of the visitor offer means that the seafront is often crowded during peak times but quiet out of season*

The next stage of the regeneration programme for Hayling Island was the production of 'A Draft Ambition for Hayling Island Seafront' ("Ambition"), produced by Fabrik in conjunction with Havant Borough Council.

This document sets out a clear draft ambition and strategy for the future of the seafront including enhancement of the range and quality of attractions, improve environmental quality and urban design of the seafront and connect key attractors in ways that reflect the heritage of the island. Regeneration is focused on the following three areas: West Beach, Beachlands and Eastoke. The Draft Ambition document can be found at Appendix A.

A key element of the programme is to engage with local residents, visitors, businesses and a range of other stakeholders to develop and deliver ambitious and exciting plans to enhance the seafront and create an inspiring destination.

The aims and purpose of the engagement programme as detailed in the cabinet report Hayling Seafront Strategy – Developing a Regeneration Ambition on the 8th September 2021 were:

- Two-way communication and engagement: giving the opportunity for views, needs and ideas to be heard while giving the Council the opportunity to do the same.
- Clear and consistent message: ensuring messages are clear and consistent in respect of progress and decisions.

- Open and transparent: providing access to relevant information, while treating information sensitively and confidentially where appropriate.
- Approachable: building trust and confidence and treating people with respect.

Engagement commenced from 18th October 2021 to 28th November 2021, although comments were submitted after the Cabinet report detailed above.

Wider context

It is worth noting the wider context to the proposed regeneration, as this is likely to have had some bearing or impact on some of the responses received during the engagement period.

In October 2021, drone footage was captured of Langstone Harbour from Hayling Island showing the discharge of sewage by Southern Water which made headlines in both local and national news. Some responses received during the engagement period concerned the discharge of sewage, water quality and the impact this has on the natural environment and activities (such as water sports) along the coast.

In early November 2021 inspectors submitted their initial findings to Havant Borough Council's (HBC) Local Plan to which HBC's Planning Policy team responded. The inspectors' initial findings highlighted concerns with Hayling Island's transport, flooding and housing numbers. Some responses received during the consultation period were relayed to these concerns.

Finally, coastal erosion, coastal defences and flooding have long been, and continue to be, areas of concern for Hayling Island and its residents. This item is particularly important given the COP26 event held in Scotland in November 2021.

2. Executive Summary

A new seafront strategy for Hayling Island is being developed and as part of this new strategy, the Council is keen to develop a regeneration ambition for the seafront. Building on previous engagement with the local community and supported by a range of technical work, a new draft ambition document was developed, and a range of stakeholders were engaged with for their views for 6 weeks from 18th October – 28th November 2021.

2.1 Overview

The communications and engagement programme and the authorship of this report was led and delivered by Regeneration, Communications and Insight officers at Havant Borough Council.

The council received over 650 responses to the engagement programme through a variety of channels. A breakdown of channels and response numbers as follows:

- 266 responses to the online survey
- 74 responses via the online mapping tool
- 63 emails and letters received
- Over 280 attendees to two face-to-face events
- 28 young people gave their views via school's engagement

The engagement programme used self-selecting channels and consequently is not representative of the local population. However, due to the high number of responses, we are confident that major concerns and a wide range of views have been captured to inform the draft ambition document.

This report covers the findings from responses received through the engagement programme.

2.2 Key findings

Views of the draft ambition document

Respondents were asked for each area to what extent they felt the draft ambition (Appendix A) meets the needs of the local community.

Two in five (40%) felt the draft ambition meets or exceeds the needs of the local community for the seafront overall. Almost three in five (59%) felt that the draft ambition meets or exceeds the needs of the local community for Eastoke, followed by just over half for Beachlands (54%) and West Beach (51%).

Just over three in five (61%) felt that the draft ambition did not meet all or any of the needs for the local community for the seafront overall, followed by 49% for West Beach, 46% for Beachlands and 42% for Eastoke.

Areas of importance or concern

Responses across the engagement programme were consistent regarding the key themes highlighted as areas of importance. In most circumstances, these were raised as important due to the view that these would need to be included as part of future regeneration plans in terms of enhancement, protection, or support of Hayling Island as a unique coastal destination. There were concerns that if these themes were not addressed that this could inhibit or impact the regeneration programme, but also on the area as a place. The key themes raised are as follows:

- The road network (particularly singular road access on and off the island) was felt to be a key issue and that this would need to be addressed as part of any future regeneration, particularly as many felt that the current infrastructure would not support the ambitions detailed in the draft document. Utilising alternate sources of transport, such as the Hayling Billy Trail for active transport routes, would support access.
- Coastal erosion, sea defences and flooding were also raised by many, with the perception that the draft ambition document does not provide details on how the enhancements and improvements to the area would incorporate protection for the coastline. The threat of rising sea levels and incidents of sections of Hayling beach being lost due to coastal erosion mean that the seafront is in danger of reducing further or disappearing unless robust sea defences are put into place.
- Concerns were raised regarding the impact of the draft ambitions upon the local characteristics of Hayling Island. This included concerns that any future residential developments could impact on views of the sea and potentially impact the height of the skyline on Hayling Island.
- The importance and protection of the natural environment and wildlife was raised, including the Site of Special Scientific Interest (SSSI), which is felt to be unique to Hayling Island and an attraction as to why people live and visit the area.
- Water quality was another key area of concern for many, who felt that the draft ambition document did not provide assurances on how the local environment and the sea are to be protected as part of the regeneration.

Areas of opportunity or adding further value

Respondents were asked for each of the three areas (West Beach, Beachlands and Eastoke) what, if anything, would add further value to each area. There was a strong level of consistency, as the same four options ranked as the top four for the three areas.

These were: 'sympathy to the local natural environment' (80% West Beach, 76% Beachlands and 76% Eastoke), 'sympathy to local characteristics' (67%, 60% and 59% respectively), 'access to the area' (58%, 57% and 59% respectively) and 'suitable disabled access to the area' (58%, 59% and 55% respectively).

2.3 Recommendations

The findings from this engagement should inform the Council's decision on the draft ambition. This will then inform the next phase of the regeneration strategy and programme for Hayling Island seafront. Recommendations for the next phase of the programme are as follows:

- Integration of areas of importance or concern (as highlighted above) into ambition document where possible. This ensures future regeneration activity includes enhancement, protection or addresses these issues as part of the wider programme
- A communications and Engagement strategy developed that:

- ensures further uptake in participation and inclusion with groups such as businesses, young people, organisational stakeholders, and residents
 - incorporate segmentation insight to inform targeted and tailored messages and engagement going forward
 - address resident queries regarding refer to areas of importance or concern raised and how these are going to be addressed as part of the programme going forward. programme delivery, budget and timescales
- Corporate communications to provide wider support on reputation and messaging that may impact the programme – promotion of place
- Work with other Council Services and Strategic Partners such as Coastal Partners and Hampshire County Council to use outputs of this programme to inform other areas of related work.

3. Communications Programme

In order to publicise the draft ambition document and the engagement, a range of online and offline communication channels were used. These included:

- Media / press programme (Appendices C and E)
- Promotion on social media (Appendix D)
- Leaflets and posters (Appendices B, E and I)
- Drop-in events on Hayling Island (Appendices B, I, J and K)

Draft Ambition document

This document provided draft ambitions for the Seafront overall and for three areas; West Beach, Beachlands and Eastoke for the public and stakeholders to review and comment on through the engagement programme. Printed copies were available on request. Online copies were shared via Council communication channels as listed above.

Materials

A full listed of materials produced to support the engagement are detailed below:

- Posters
- Business cards
- 4 roll up banners
- Hard copies of the questionnaire (Appendix F)
- Hard copies of ambition (Appendix A)
- Map (Appendix J)
- One word board

The above materials were available at both engagement events and on request from HBC. Business cards were available at Hayling Island Community Centre, Beachlands Information Centre and Hayling College.

Website

All information about the Hayling Island Seafront regeneration programme was available on the following dedicated webpages:

- <https://www.havant.gov.uk/ambition-hayling-island-seafront>
- <https://www.havewithhavant.co.uk/ambition/>

The draft ambition document, the online survey, the online mapping tool and further information about the programme was provided.

4. Engagement Programme

Public engagement on the draft ambition document commenced on the 18th October 2021 until the 28th November 2021. However, comments were received and recorded immediately following Cabinet on 8th September 2021.

Respondents were asked for their views on the draft ambition document for Hayling Island seafront. The map in Appendix J shows which areas are considered within the draft ambition.

The engagement programme covered online, printed and face-to-face channels to inform, engage and capture from a wide group of stakeholders including residents, businesses, visitors, works, organisations and campaign groups.

Early engagement

Before public engagement began, Havant Borough Council conducted a stakeholder mapping workshop to identify key stakeholders that would require engagement on the draft ambition document. The workshop also identified key communication and engagement channels to use. Over 290 stakeholders, businesses and organisations were contacted and informed about the draft ambition document and engagement.

A number of strategic stakeholders were identified as key stakeholders see 10.1. While each stakeholders is key, they have different roles to play in the regeneration of Hayling Island Seafront, some are landowners, businesses, funders or partners in the delivery of the regeneration ambition.

Online survey

The online survey consisted of open and closed questions to gather views towards the draft ambition document for Hayling Island seafront. Closed questions included scales asking respondents to rank the importance of each of the ambition principles for the draft ambition overall and for each of the three areas. The full questionnaire can be found in Appendix F.

The online survey was accessible via dedicated webpages (<https://www.havant.gov.uk/ambition-hayling-island-seafront> and <https://www.havewithhavant.co.uk/ambition/>).

Additionally, paper copies were made available at the engagement events or provided on request. Completed hard copies could be returned at Public Service Plaza or the Hayling Island Visitor Information Centre located at Beachlands

The online survey link was included on all communications including emails, social media posts, press releases, business cards, posters, and newspaper articles throughout the engagement programme.

Online mapping tool

An online mapping tool was made available on dedicated webpages (<https://www.havant.gov.uk/ambition-hayling-island-seafront> and <https://www.havewithhavant.co.uk/ambition/>) which allowed respondents to submit

qualitative comments and ideas in relation to certain geographical locations. See Appendix L.

Emails and letters

Individuals and stakeholders could also submit emails or letters to a dedicated email address (regeneration@havant.gov.uk) or to send hard copy letters to the Public Service Plaza or the Hayling Island Visitor Information Centre located at Beachlands.

Drop-in events

Two drop-in sessions were held during the engagement period. Materials were displayed at each session including maps, banners, and leaflets. Additionally, council officers from the Regeneration team, Ward Councillors, and colleagues from Fabrik were on hand to answer any questions, address concerns, discuss the draft ambitions and receive feedback from attendees.

These sessions fully complied with the Government's COVID-19 guidance, following appropriate social distancing measures, such as enforcing the wearing of face masks, use of hand sanitiser where possible and frequently wiping down surfaces and equipment.

The dates and locations of the drop-in events are as follows:

Date	Location	Time	Attendees
Thursday 11 November 2021	Hayling Island Community Centre	14:00 – 17:30	174
Saturday 13 November 2021	Hayling Island Community Centre	10:00 – 13:00	106

The event format is provided below.

- Visitors entered through the Cricket Room, greeted by an officer, and asked to wear a face covering.
- Visitors were offered the opportunity to read the draft ambition document and were held at the entrance room to ensure the event was Covid compliant.
- Visitors progressed to one of 4 boards, the first giving an overview of the draft ambition, then detailing the proposals for each of the suggested areas (West Beach, Beachlands and Eastoke).
- Visitors were encouraged to use post-it's to write comments and stick to the boards.
- The exhibition then offered visitors to stick a post-it on a one-word association board, the aim of this was to develop an understanding of how residents, visitors and businesses see Hayling Island and to use that to inform future branding.
- A map was used to mirror the interactive mapping tool available online, visitors were able to use post-its to make comments about the draft ambition, specifically those relating to particular locations.
- The exhibition events also offered paper surveys to be completed at the event or to be delivered to HBC Plaza or Beachlands Information Centre.
- Visitors were offered the opportunity to submit written comments to Public Service Plaza or the Hayling Island Visitor Information Centre located at Beachlands.
- Visitors were offered the opportunity to submit comments via email.

- Visitors were able to speak to officers or Councillors available on the day to ask questions and discuss ideas or concerns.
- Finally, visitors were encouraged to take one of HBC's business cards with them, this provided the website link for the survey and mapping tool, some information on the draft ambition and a QR code to sign up Gov Direct updates on future progress.

Young people engagement

Through stakeholder mapping, it was identified that young people are a key stakeholder to engage with, particularly as the regeneration programme involves climate and environmental issues. There are 7 schools on Hayling Island, all of which were invited by the council to host an event run by council officers or teachers. Two schools took part in this phase of the engagement, run by council officers and supported by teachers. These were tailored differently due to the difference in ages.

The engagement comprised of 12 pupils in Year 7-11 and 2 teachers present and 16 pupils aged 4-7 years old participating in a 2-part session with their teacher present.

5. Engagement response

A response overview to each methodology in the engagement programme is included below.

Online survey

In total, 266 responses were received for the online survey. A breakdown of these responses can be found in Appendix G.

Online mapping tool

In total, 74 responses were received via the online mapping tool.

Emails and letters

In total, 63 emails and letters were received.

Exhibition events

Across the two events, officers engaged with over 280 attendees.

This included handing out business cards, answering people's questions and encouragement to take part in the online survey. A breakdown of the number of people reach at each event can be found in Appendix K.

Schools' engagement

Two schools took part in engagement, with 28 pupils in total.

This included relationship building for future engagement on Hayling Island, 165 comments submitted and 5 completed paper surveys. Those aged between 4-7 years took part in activities to facilitate conversations about the seafront including drawing what they like about the seafront and who they visit with.

Strategic Stakeholders

In total 5 strategic stakeholders were engaged over the course of the engagement programme including landowners and partner organisations. Strategic stakeholders will continue to be engaged throughout the regeneration of Hayling Island seafront.

Analysis methodology

The engagement programme was self-selecting and therefore it is not representative of the population who live, work or visit Hayling Island. However, as the Council received over 650 responses, we are confident this captures all major issues which need to be considered.

Regarding the online survey, please note that some of the questions allowed respondents to tick multiple answers. Therefore, in some cases, the sum of the response to a question may be higher than 100%. In other cases, the total response to a single-answer question may add up to slightly over 100% due to rounding of decimal points. Questions are based on the total number of respondents per question, as not all respondents answered every question.

Where possible, the online survey compares responses to a particular question by different groups. These comparisons are only possible where enough members of a group have responded to the survey. In most of this report, the comparative analysis between groups has not been conducted for groups with a base size lower than 50. This is due to base sizes smaller than 50 not allowing for reliable statistical comparisons against other samples.

All open-ended questions and comments in the survey and responses via other engagement methodologies (e.g., drop-in events, engagement with schools, letters and emails) were coded into themes to allow the responses to be quantified. This encompassed reading every response and creating a code frame.

GDPR

The Council was mindful of its data protection duties and responsibilities, and in line with this the engagement programme was designed in a manner to only collect, analyse and report on responses in line with GDPR.

The survey referenced the Council's Privacy Policy. Data recorded via this survey will be retained in line with the relevant retention policy.

6. Survey findings

The below provides an overview comparison of the draft ambition overall and each of the three areas was engaged upon (West Beach, Beachlands and Eastoke).

Respondents were asked for each area to what extent they felt the draft ambitions meet the needs of the local community. Almost three in five (59%) felt that the draft ambition meets or exceeds the needs of the local community for Eastoke, followed by just over half for Beachlands (54%) and West Beach (51%). Two in five (40%) felt the draft ambition meets or exceeds the needs of the local community for the seafront overall.

Just over three in five (61%) felt that the draft ambition did not meet all or any of the needs for the local community for the seafront overall, followed by 49% for West Beach, 46% for Beachlands and 42% for Eastoke.

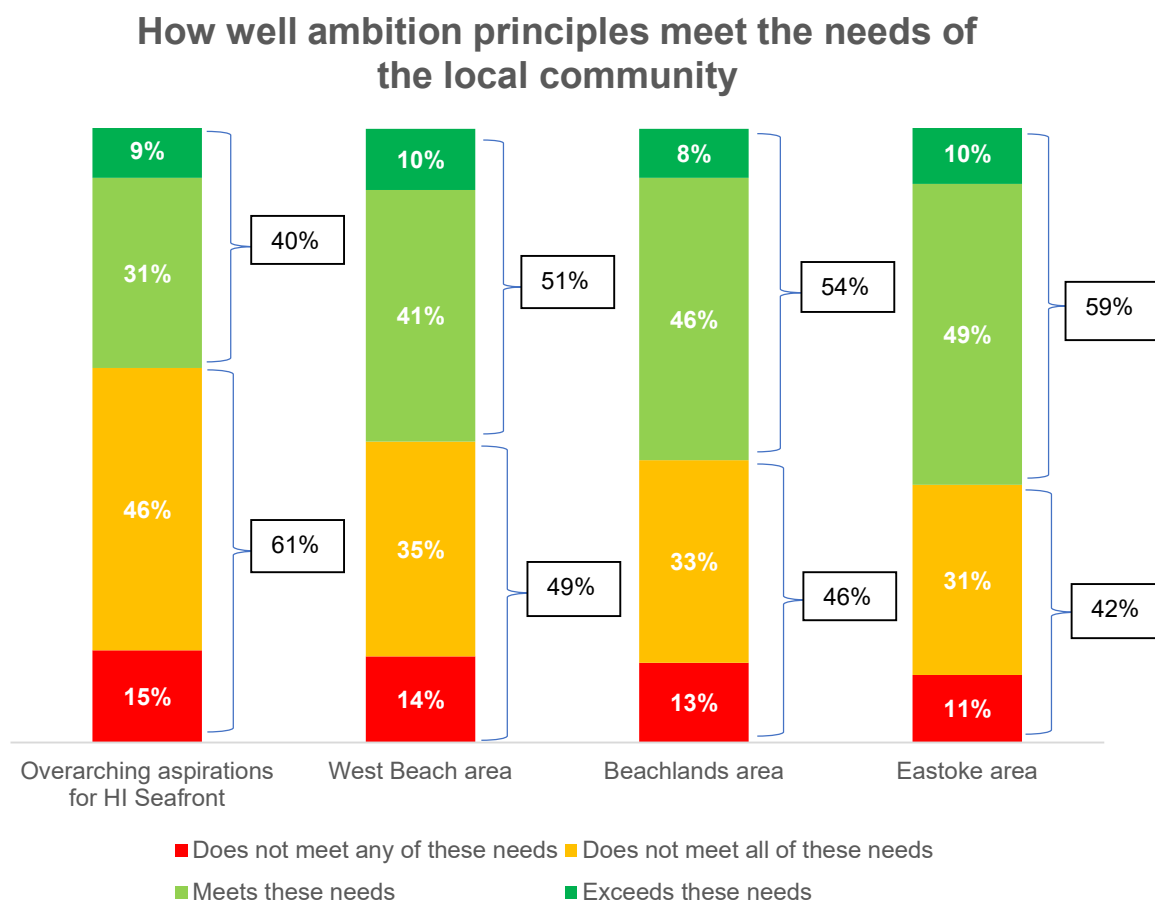


Figure 1 – Responses to Q6 – How well do you feel the ambitions for Hayling Island seafront meets the needs of the local community? / Q9 – How well do you feel the ambitions for the West Beach area meets the needs of the local community? / Q12 – How well do you feel the ambitions for Beachlands meets the needs of the local community? / Q15 – How well do you feel the ambitions for Eastoke meets the needs of the local community?

SAMPLE SIZE: Q6 (257) / Q9 (241) / Q12 (246) / Q15 (229)

Sub-group analysis

Sub-group analysis was conducted to understand if certain groups who responded to the survey are more or less likely to agree or disagree that the draft ambition principles meet the needs of the community for the draft ambition overall and for each of the three areas.

Sub-group analysis was conducted by age, respondent type (e.g. resident of Hayling Island), frequency of visits to the seafront and usage of the sea front.

This is useful to understand audience segmentation, specifically identifying those who feel the draft ambition meets the needs of the community, those who do not feel it meets all the needs (why not and how this needs to be addressed/overcome) and those who do not feel it meets any of the needs (why not and how this needs to be addressed/overcome.) This informs future communications and engagement on the programme, specifically targeted and tailored dependent on the audience segment.

When analysing those who feel that the needs of the community are met or exceeded, the statistically significant differences are detailed below. The full data chart can be found in Appendix H, Fig. 42.

- Hayling Island residents were significantly less likely to agree that the ambition principles meet or exceed the needs of the local community compared to the average for the overarching aspirations (34%, average 40%), West Beach (45%, average 51%), Beachlands (46%, average 54%) or Eastoke (51%, average 59%).
- Those who visit the seafront at least once a week were significantly less likely to agree that the ambition principles meet or exceed the needs of the local community compared to the average for the overarching aspirations (32%, average 40%), West Beach (40%, average 51%), Beachlands (42%, average 54%) or Eastoke (47%, average 59%).
- Those who visit the seafront at least once or twice a month were significantly more likely to agree that the ambition principles meet or exceed the needs of the local community compared to the average for the overarching aspirations (51%, average 40%), West Beach (65%, average 51%), Beachlands (65%, average 54%) or Eastoke (73%, average 59%).
- Those who use the seafront for leisure activities were significantly more likely to agree that the overarching aspirations for the seafront meet or exceed the needs of the community (52%, average 40%).
- Those who use the seafront for walking / dog walking, enjoying the natural environment, visiting the beach or cycling were significantly less likely to agree that the aspirations for the following areas meet or exceed the needs of the community:
 - West Beach: walking / dog walking (47%, average 51%), enjoying natural environment (46%, average 51%)
 - Beachlands: walking / dog walking (50%, average 54%), enjoying natural environment (49%).
 - Eastoke: walking/ dog walking (51%, average 59%), enjoying natural environment (51%), visiting the beach (51%), cycling (46%).

When analysing those who feel that the needs of the community are not met in some or all respects, the statistically significant differences are detailed below. The findings demonstrate

those who are significantly less likely for example to agree that the draft ambition principles meet the needs of the community are therefore significantly more likely to agree that the draft ambition principles do not meet the needs of the community. The relevant chart can be found in Appendix H, Fig. 43.

- Hayling Island residents were significantly more likely to indicate that the ambition principles do not meet all or any of the needs of the local community compared to the average for the overarching aspirations (66%, average 61%), West Beach (55%, average 49%), Beachlands (54%, average 46%) or Eastoke (49%, average 42%).
- Those who visit the seafront at least once a week were significantly more likely to indicate that the ambition principles do not meet all or any of the needs of the local community compared to the average for the overarching aspirations (68%, average 61%), West Beach (60%, average 49%), Beachlands (58%, average 46%) or Eastoke (53%, average 42%).
- Those who visit the seafront at least once or twice a month were significantly less likely to indicate that the ambition principles did not meet all or any of the needs of the local community compared to the average for the overarching aspirations (49%, average 61%), West Beach (35%, average 49%), Beachlands (35%, average 46%) or Eastoke (27%, average 42%).
- Those who use the seafront for walking / dog walking, enjoying the natural environment, visiting the beach, water sports activities or for leisure activities were significantly less likely to agree that the aspirations for the following areas did not meet all or any of the needs of the community:
 - Overarching aspirations: walking / dog walking (56%, average 61%), water sports activities (47%), leisure activities (46%)
 - West Beach: walking / dog walking (45%, average 49%), enjoying natural environment (43%), visiting the beach (42%), water sports activities (33%), leisure activities (36%)
 - Beachlands: visiting the beach (41%, average 46%), water sports activities (31%)
 - Eastoke: walking/ dog walking (35%, average 42%), enjoying natural environment (34%), visiting the beach (34%), water sports activities (24%).

Reasons why it was felt the draft ambitions do not meet any or all of the needs of the local community

When asked for the reasons why the draft ambition for each area does not meet all or any of the needs of the local community, there is notable consistency amongst the key themes raised by respondents. The following themes are raised in at least three of the four identified areas:

Improved travel infrastructure

The issue of the Hayling Island Road network and access on and off of the island was a strong theme that is emphasised throughout the survey findings, as in many cases respondents did not feel that the current provision would support the ambitions detailed in the draft document. Comments highlighted that the location often experiences traffic issues and that with additional residents and/or visitors, these problems would only be exacerbated if no further solutions were sourced.

Viewpoints under these themes raised potential solutions, most notably around providing an additional access route to the island aside from the main A3023 highway (potentially via an additional bridge or utilising the Hayling Billy Trail) and bringing in alternate sources of transport, such as improved public transport connectivity and greener alternatives such as rental scooters or encouraging cycling and active travel.

This section also included comments around the availability of car parking on the seafront, as this is again felt to not be in a suitable condition to meet the challenge of additional car journeys to the location.

“Without adequate road improvement i.e. multiple access and exit points and related infrastructure the age-old congestion will continue and increase”

“Great ideas but not sure how the island can cope with the additional traffic”

“No point in any of this without additional A3023 capacity”

“Local community needs good road access to Hayling Island, current situation is totally inadequate. How can the ambition stop more vehicles coming onto the island? Our single road needs a solution not added load”

Coastal erosion, sea defences and flooding

Coastal erosion, sea defences and flooding were a key theme raised by respondents, many of whom indicated that they feel that the draft ambition document does not provide details on how the enhancements and improvements to the area would incorporate protection for the coastline. The threat of rising sea levels and incidents of sections of Hayling beach being lost due to coastal erosion mean that, the seafront is in danger of reducing further or disappearing unless robust sea defences are put into place. It is the view of many who responded that the draft ambition document is missing details of these measures.

Respondents also raise the view that the ambitions will only be suitable if the coastline is protected in an adequate way to ensure the survival of these locations.

“With the amount the erosion of the sea front there will be nothing left to improve”

“It doesn’t include anything about flood defence”

“You need to stabilise and protect the whole coastline before planning anything further.”

“Sea defences should be a priority yet have not been addressed in your plan”

“Coastal erosion and not building on flood plains as there won’t be an island left.”

Concerns over impact of ambitions on local characteristics

Respondents raised several concerns that they felt the ambitions will have a negative or detrimental impact upon the local characteristics of Hayling Island. This included concerns that any future residential developments could impact on views of the sea and potentially impact the height of the skyline on Hayling Island.

Further comments raised under this theme highlighted how many enjoy the openness and tranquillity offered by the seafront, and that increased activity at these sites were perceived to impact this important and valuable aspect of Hayling Island’s unique character.

“It’s not exactly clear what physical plans you will implement but that area already has a lot of character that it would be shame to lose.”

“Hayling just feels a little neglected, but I would hate to see something overly corporate installed”

Water quality

Water quality was another key area of concern for many respondents, who felt that the draft ambition document did not provide assurances on how the local environment and the sea are to be protected as part of the regeneration. Many commented on their experiences of incidents where sewage and wastewater and the effect on Langstone Harbour and Hayling seafront.

“Fail [sic] to understand the primary issue- stop pumping raw sewage into the local waters. They are a danger to health of local residents who enter the water. It is severely damaging the local environment, this is the single biggest issue.”

“Tackle the sewage problem. It's getting a lot of media time now & damaging the area's reputation.”

“Stop the sewage so that all visitors can enjoy going into the sea. This must be addressed if we are to invest in the area so that it can be used safely.”

“A couple of equally important basic needs are screaming for attention too: wastewater treatment (i.e. sewage pumped into the water we no longer want to swim or sail),”

Area	Top elements for why the draft ambition does not any or all of the needs of the local community (% of respondents)
Hayling Island (overarching aspirations)	Improved travel infrastructure (41%) Water quality (11%) / Coastal erosion, sea defences and flooding (11%) Concerns over impact of ambitions on local characteristics (10%)
West Beach	Improved travel infrastructure (32%) Coastal erosion, sea defences and flooding / Concerns over impact of ambitions on local characteristics (26%) Water quality (10%)
Beachlands	Improved travel infrastructure (33%) Concerns over impact of ambitions on local characteristics (31%) Water quality (11%) Support of fun fair (10%)
Eastoke	Concerns over impact of ambitions on local characteristics (28%) Improved travel infrastructure (15%) Coastal erosion, sea defences and flooding (13%) Not inclusive of young people, elderly or disabled (10%)

Figure 2 – Responses to Q6a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? / Q9a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? / Q12a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? / Q15a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? – note that this question was only asked of those respondents who indicated that the ambitions did not meet any or all of the needs of the local community for the given area.

SAMPLE SIZE: Q6a (143) / Q9a (99) / Q12a (83) / Q15a (72)

Adding further value

Respondents were asked for each of the three areas (West Beach, Beachlands and Eastoke) what, if anything, would add further value to each area. There was a strong level of consistency across the factors deemed to add further value, as the same four options ranked as the top four for West Beach, Beachlands and Eastoke.

'Sympathy to the local natural environment' was the top ranked option in each of the areas (80%, 76% and 76% respectively) and in a similar vein, 'sympathy to local characteristics' was second for each area (67%, 60% and 59% respectively). The third and fourth options in all areas were 'access to the area' (58%, 57% and 59% respectively) and 'suitable disabled access to the area' (58%, 59% and 55% respectively).

Factors that would add further value to each area

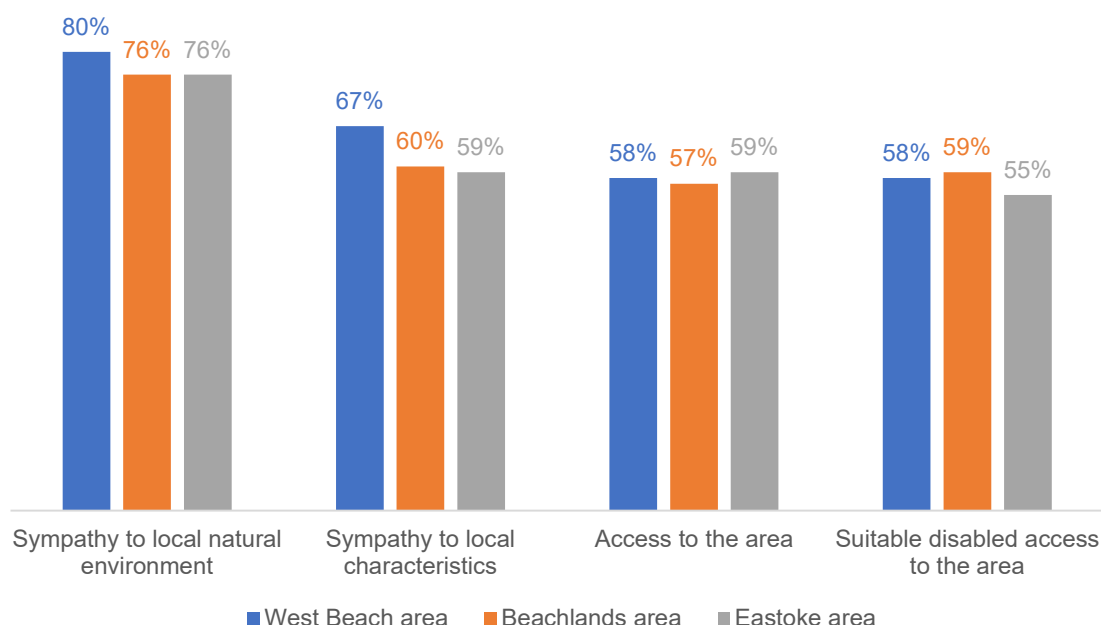


Figure 3 – Responses to Q11 – What, if anything, do you feel would add further value to the aspirations for the West Beach area? Please select all that apply / Q14 – What, if anything, do you feel would add further value to the aspirations for the Beachlands area? Please select all that apply / Q17 – What, if anything, do you feel would add further value to the aspirations for the Eastoke area? Please select all that apply.

SAMPLE SIZE: Q11 (261) / Q14 (256) / Q17 (240)

The following sections provide a further breakdown of these results.

6.1. A Seafront Ambition

Just under two thirds (61%) of respondents felt that the ambitions for Hayling Island seafront did not meet some or any of the needs of the community, compared to 40% of those who felt that it met or exceeded the needs of the community.

The most common response to this question was that the draft ambition did not meet all of the needs of the community, with just under half (46%) of respondents stating this followed by 31% of respondents stating that it meets the needs of the community.

Ambitions for Hayling Island seafront meeting the needs of the local community

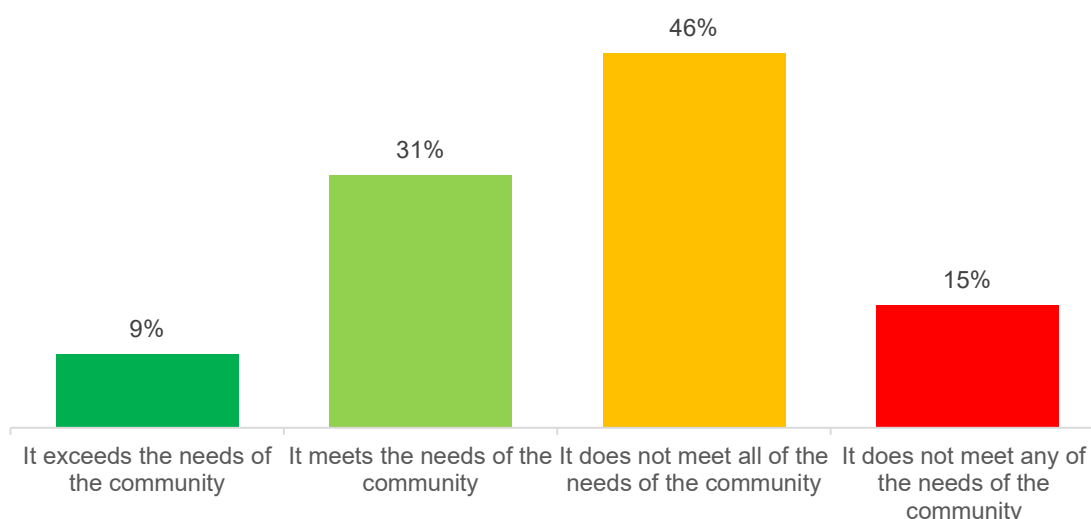


Figure 4 – Responses to Q6 – How well do you feel the ambitions for Hayling Island seafront meets the needs of the local community?

SAMPLE SIZE: 257

For those who felt that the draft ambition did not meet all or any of the needs of the local community, the main theme raised in relation to this was improving the travel infrastructure on Hayling Island (41%). This was a key issue for many respondents, and this incorporated a number of interconnected concerns.

Respondents felt that the ambitions would have limited success if travel access to the seafront is not expanded or improved. Respondents cite the single road access to Hayling Island as a major concern, particularly with issues regarding traffic congestion. Many perceive that if there is the intention to enhance the seafront location, there is the need to ensure that the travel infrastructure can support more residents and/or visitors.

Furthermore, comments under this theme also incorporated related concerns such as the provision of car parking available at the seafront, the need for improved public transport links

(including potential bus, ferry and train connections) and the desire to incorporate green / electric / active travel options.

The following comments provide some insight into the sentiment behind these views:

“More visitors means more traffic & footfall - if cars planned for the seafront throughout the year where is the road network NOW to prevent unacceptable congestion on Hayling's & Langstone's roads? If no road improvement how do you stop motorists clogging the roads?”

Other high-ranking themes include water quality, coastal erosion, sea defences and flooding (both 11%) and concerns over the impact of ambitions on local characteristics (10%).

Water quality was a key concern for respondents and the effect this has on Langstone Harbour and Hayling seafront. Coastal erosion, sea defences and flooding were also a key concern, citing that climate change and the rise of sea levels will impact the coastline and environment. For both of these concerns, respondents felt that this needs to be protected, enhanced or addressed in future regeneration plans. The following comment provides a succinct summary of these comments:

“The West Beach area is already falling into the sea so what is the point of planning to expand this area unless you are going to build relevant coastal defences.”

The fourth most cited theme was regarding concern of the impact of the draft ambitions on local characteristics. For example, some felt that if there were to be an increase in the number of residents or visitors on the island, then accommodation for this would need to be considered as part of any future regeneration plans, particularly regarding the local infrastructure such as schools, health services and facilities supporting more people on the island. This was particularly mentioned as some felt that current local infrastructure was at capacity or stretched already.

Other respondents cite concerns regarding views of the sea and the height of the skyline/buildings in the area. These respondents were concerned that the current draft ambitions do not outline how the sea views will remain unobstructed (particularly from buildings and car parks along the seafront at the moment) and heights of new buildings or structures (particularly to remain in character with the area at the moment.)

“Our seafront is a very tranquil and natural place to spend time, certainly over the past 18 months has been a life saver for me. I worry with the plans laid out that it will become too commercialised and lose the charm that makes it so attractive.”

Reasons why the ambition does not meet the needs of the local community

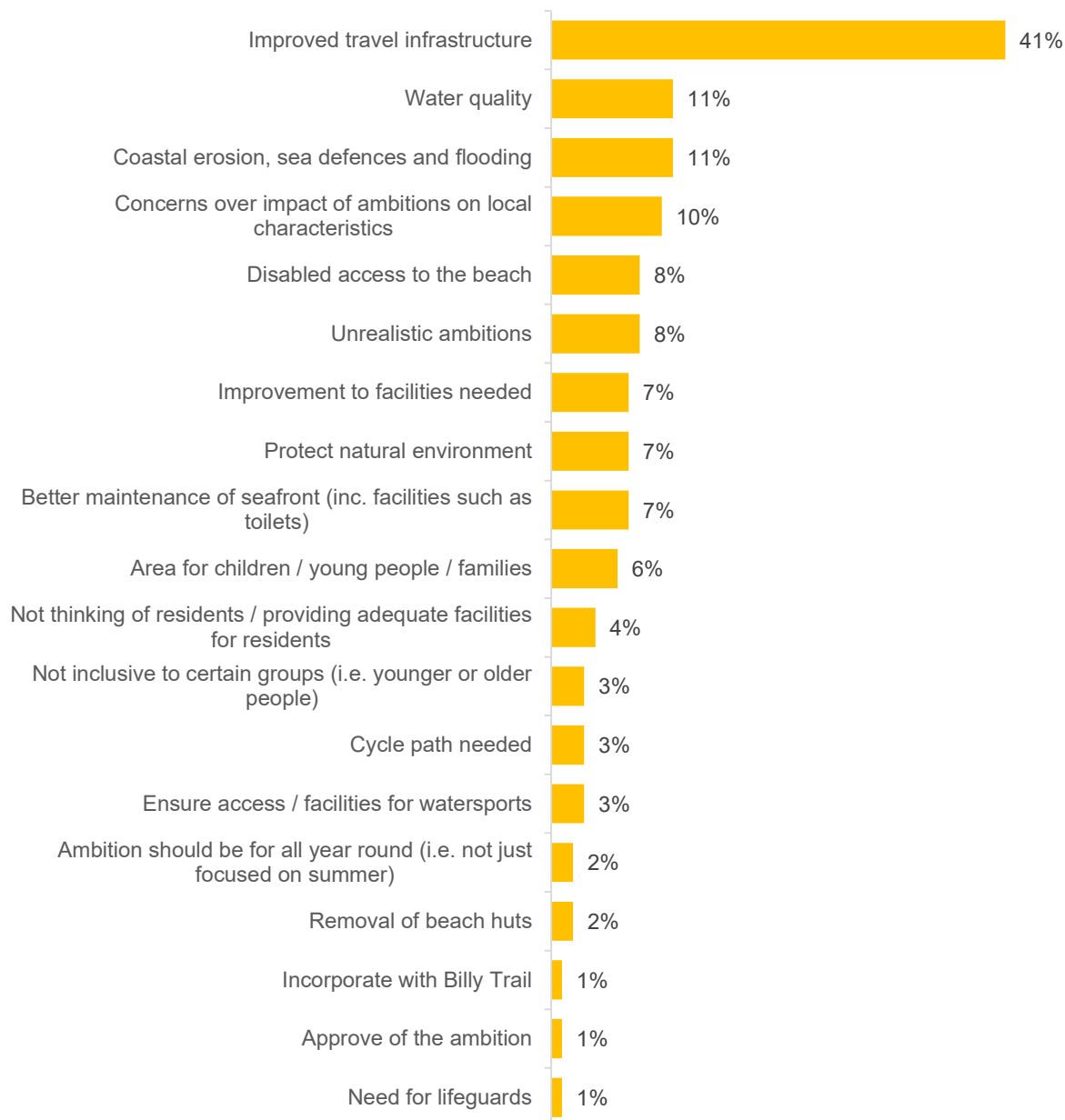


Figure 5 – Responses to Q6a – Why do you feel it does meet any / all of the needs of the community? What could be done to meet these needs? – note that this question is only asked of respondents who responded that the ambition does not meet all or any of the needs of the community for the main question

SAMPLE SIZE: 143

When asked on the importance of the overall ambition principles, almost all (98%) respondents felt that 'protecting the unique character of the coastal landscape and enhancing the natural environment' was either very important or important. This was followed by 'responding to climate issues, creating low carbon footprints and proactive in protecting the coastline', which 88% of respondents cited as very important or important.

Access and wellbeing were also important factors for many respondents. Around four in five (83%) respondents felt that 'creating opportunities to support active lifestyles, health and well-being for residents and visitors' and 'improving sustainable access to the beach, enhancing walking/cycling routes and move towards a car free future' (80%) were very important or important principles for the area.

The lowest ranking options were 'creating an exciting and modern seafront and marine leisure offer' was deemed very important or important by 55% of respondents, and 'delivering a new approach to managing the seafront to drive up resident and visitor experience' which was felt to be very important or important by around two thirds of respondents (67%).

Importance of overall ambition principles

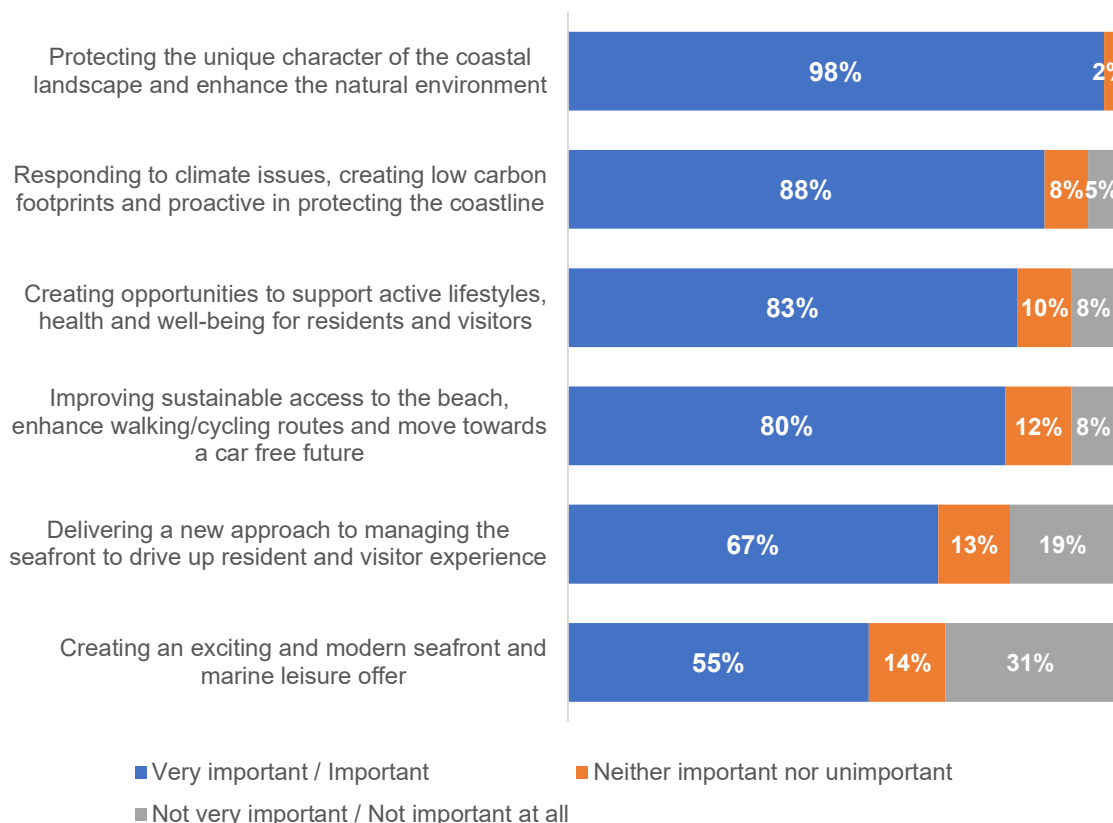


Figure 6 – Responses to Q7 – How important are each of the ambition principles to you?

SAMPLE SIZE: Protecting the unique character of the coastal landscape and enhance the natural environment (257) / Responding to climate issues, creating low carbon footprints and proactive in protecting the coastline (255) / Creating opportunities to support active lifestyles, health and well-being for residents and visitors (256) / Improving sustainable access to the beach, enhance walking/cycling routes and move towards a care free future (258) / Delivering a new

approach to managing the seafront to drive up resident and visitor experience (255) / Creating an exciting and modern seafront and marine leisure offer (246)

When asked about the importance of future potential and opportunities for the draft ambition overall, these findings are consistent with how respondents view the overall draft ambition principles and reflect key concerns are around environment sustainability and access.

The highest-ranking option was 'preserving and enhancing areas of wilderness', with 95% stating this was very important or important. 'Improving access to and across the seafront' was the second highest-ranking response, with three quarters of respondents (75%) citing this as very important or important. 'Offering food, drink and other attractions' was deemed very important or important to 62% of respondents. 'Encouraging further commercial investment and job creation' was deemed very important or important to just over half of respondents (52%).

Options that aim for Hayling to be a location that offers activities ('providing an activity hub facility' and 'developing a niche location for active pursuit and activity holidays') were similarly scored by respondents, both statements saw 45% of respondents state this was very important or important.

The lowest-ranking option was 'creating a clear brand and identity for the seafront area' with 37% who felt that this was very important or important.

Sub-group analysis

Statistical significance testing highlights the following:

- For the ambition principle of 'creating opportunities to support active lifestyles, health and well-being for residents and visitors', the following groups were significantly less likely to consider this very important or important when compared to the average:
 - Those aged 65 years and over (75%, average 83%)
 - Hayling Island residents (77%)
 - Those who visit the seafront at least once a week (79%)
- Hayling Island residents were also significantly less likely to indicate that the ambition principle of 'creating an exciting and modern seafront and marine leisure offer' (49%, average 55%) was very important or important to them.
- Those who use the seafront for walking / dog walking, enjoying the natural environment, visiting the beach and leisure activities were significantly less likely to view the following ambition principles as very important or important to them:
 - 'Protecting the unique character of the coastal landscape and enhance the natural environment': walking / dog walking (96%, average 98%), enjoying the natural environment (96%), visiting the beach (95%) and leisure activities (94%)
 - 'Responding to climate issues, creating low carbon footprints and proactive in protecting the coastline': walking / dog walking (84%, average 88%) and enjoying the natural environment (85%)
 - 'Creating opportunities to support active lifestyles, health and well-being for residents and visitors': enjoying natural environment (79%, average 83%)
 - 'Delivering a new approach to managing the seafront to drive up resident and visitor experience': enjoying natural environment (62%, average 67%)
 - 'Creating an exciting and modern seafront and marine leisure offer': enjoying natural environment (47%, average 55%)

- In contrast, those who use the seafront for swimming, socialising, food and/or drink, water sports and leisure activities were significantly more likely to indicate that the following ambition principles are very important or important to them:
 - 'Responding to climate issues': water sports (96%, average 88%)
 - 'Creating opportunities to support active lifestyles': swimming (91%, average 83%) and socialising (91%)
 - 'Delivering a new approach': food and/or drink (76%, average 67%) and leisure activities (82%)
 - 'Creating an exciting and modern seafront': food and/or drink (70%, average 55%) and leisure activities (70%).

The relevant chart can be found in Appendix H, Fig. 44.

Importance of future potential and opportunities

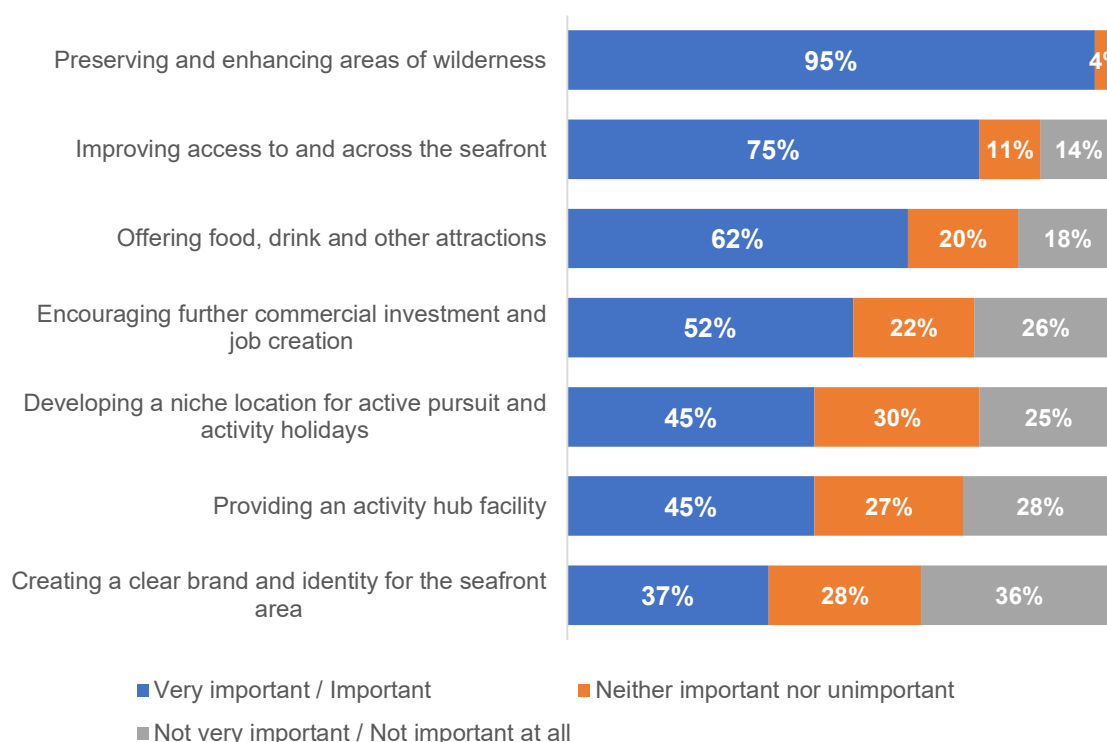


Figure 7 – Responses to Q8 – How important are these future potential and opportunities to you?

SAMPLE SIZE: Preserving and enhancing areas of wilderness (260) / Improving access to and across the seafront (260) / Offering food, drink and other attractions (256) / Encouraging further commercial investment and job creation (255) / Developing a niche location for active pursuit and activity holidays (256) / Providing an activity hub facility (254) / Creating a clear brand and identity for the seafront area (254)

Sub-group analysis

Statistical significance testing highlights the following:

- Those who visit the seafront at least once a week were significantly more likely to view that ‘creating a clear brand and identity for the seafront area’ was a very important or important opportunity than when compared to the average (42%, average 37%)
- Similarly, those who visit the seafront at least once or twice a month were significantly more likely to view that ‘offering food, drink and other attractions’ was a very important or important opportunity (71%, average 62%).
- Those who use the seafront for swimming, socialising, food and/or drink and leisure activities were significantly more likely to view the following potential opportunities as very important or important:
 - ‘Preserving and enhancing areas of wilderness’: swimming (99%, average 95%)
 - ‘Improving access to / across the seafront’: food and/or drink (84%, average 75%) and leisure activities (90%)
 - ‘Offering food, drink and other attractions’: food and/or drink (80%, average 62%) and leisure activities (82%)
 - ‘Encouraging further commercial investment and job creation’: socialising (62%, average 52%) and food and/or drink (72%)
 - ‘Developing a niche location for active pursuit and activity holidays’: food and/or drink (57%, average 45%) and leisure activities (62%)
 - ‘Providing an activity facility hub’: food and/or drink (59% average 45%) and leisure activities (60%)
 - ‘Creating a clear brand and identity for the seafront area’: socialising (47%, average 37%).

The relevant chart can be found in Appendix H, Fig. 45.

Further potential or opportunities

When asked what further potential or opportunities there are for Hayling Island, around one-quarter (24%) felt the need for better, improved or new facilities. This included a community space, event facilities, the fun fair or indoor/outdoor leisure facilities, and the following comments provide more details on some of these suggestions:

“Creating community space for people to get together”

“Theatre experiences”

“Garden areas with seating.”

“Event facilities, social hub, centre for young people and space to learn new skills”

“Indoor swimming / waters ports [sic] facilities for off season, or inclement weather use”

“Park-run on the seafront”

The next most cited theme was improvements to travel infrastructure (22%). The comments under transport infrastructure topic mirror closely responses received in previous questions and confirm the desire for this to support travel on and off the island. Some within this theme also commented upon car parking provision and ensuring this supports road users.

The third most cited theme was coastal erosion, sea defences and flooding (9%), with comments emphasising the view that future regeneration plans to consider how the coastline and environment are to be protected or enhanced.

“You need to stabilise and protect the whole coastline before planning anything further.”

'Other' future potential or opportunities for Hayling Island seafront

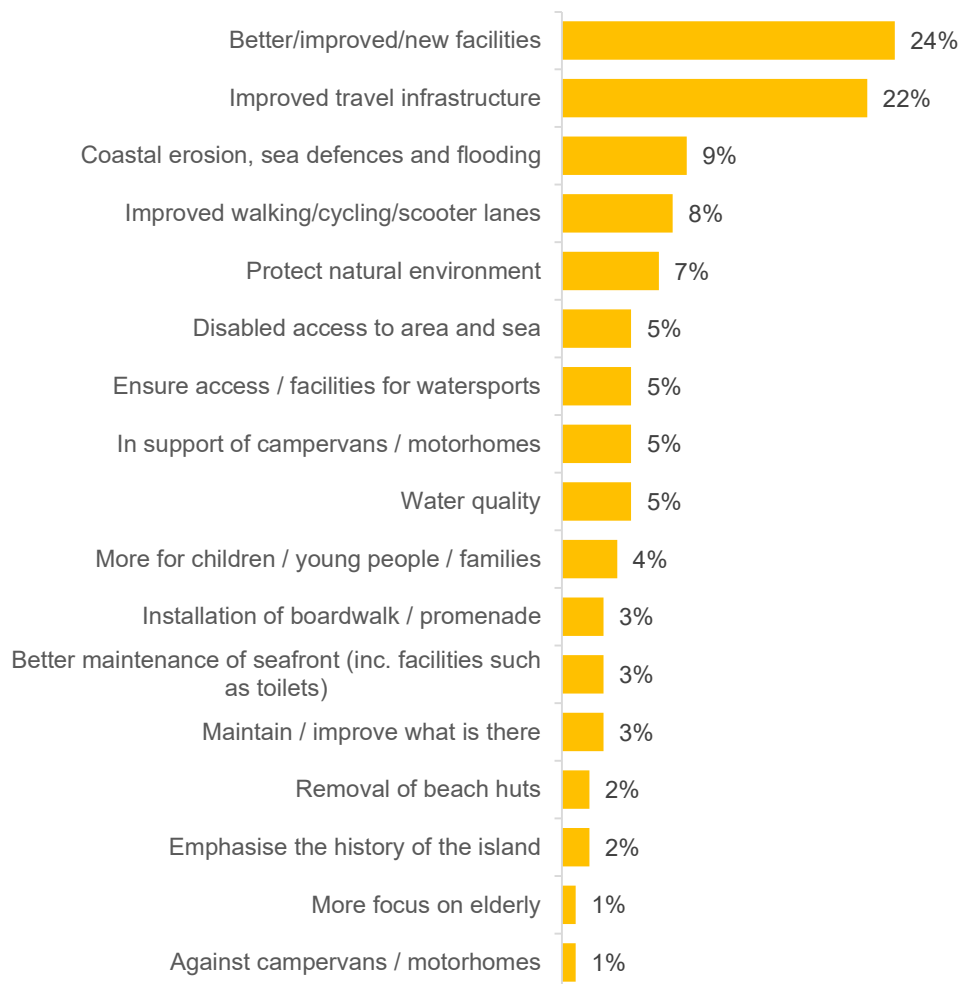


Figure 8 – Responses to Q8a – Are there any other future potential or opportunities for Hayling Island seafront that you would like to add? If so, please do so here.

SAMPLE SIZE: 133

6.2. West Beach: A focus for nature and activities

Just over half (51%) of respondents felt that the ambitions for the West Beach area meet or exceed the needs of the local community and 49% felt that it does not meet all or any of these needs.

The most common response was that the ambition meets the needs of the community, which roughly two in five responded with (41%).

Just over one in ten (14%) felt that it does not meet any of these needs.

Ambitions for the West Beach area meeting the needs of the local community

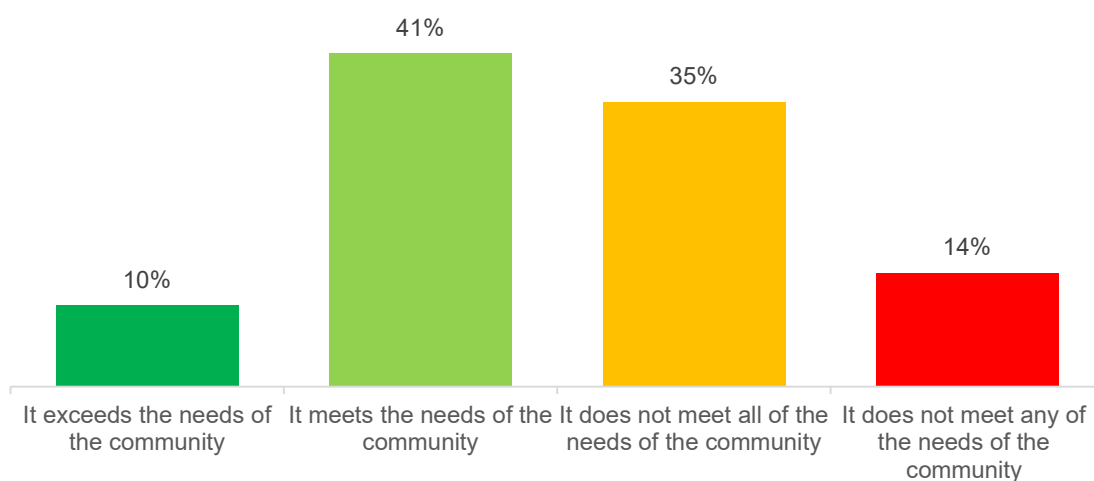


Figure 9 – Responses to Q9 – How well do you feel that the aspirations for the West Beach area meets the needs of the local community?

SAMPLE SIZE: 241

When asked why the ambition for West Beach area does not meet all or any of the needs of the local community, the main reason cited was improved travel infrastructure needed (32%).

“Needs joined up thinking. The road can’t carry the traffic as it is without attracting more visitors.”

Coastal erosion, sea defences and flooding was the joint next most cited theme (26%). These views highlighted that the draft ambition was not felt to address enhancement or improved coastal defences, and that without attention paid to these the area is under threat from rising sea levels. Examples were given as to where this was having a real-time impact, with the beach being washed away and incidents of flooding reported.

“The biggest problem at West Beach are the crumbling sea defences which need to be replaced. The [draft] ambition document hardly mentions this.”

Just over one-quarter (26%) of respondents cited concerns regarding the impact of the draft ambitions on local characteristics. This included concerns regarding the number of visitors and the impact this would have on feelings of tranquillity.

“This proposal is the opposite of what the current image of Hayling Island is, and it doesn’t contain anything at all for the residents, it’s all about attracting water sport participants. Hayling is more than that and we are not just a sea front”

Reasons why the ambition for West Beach does not meet the needs of the local community

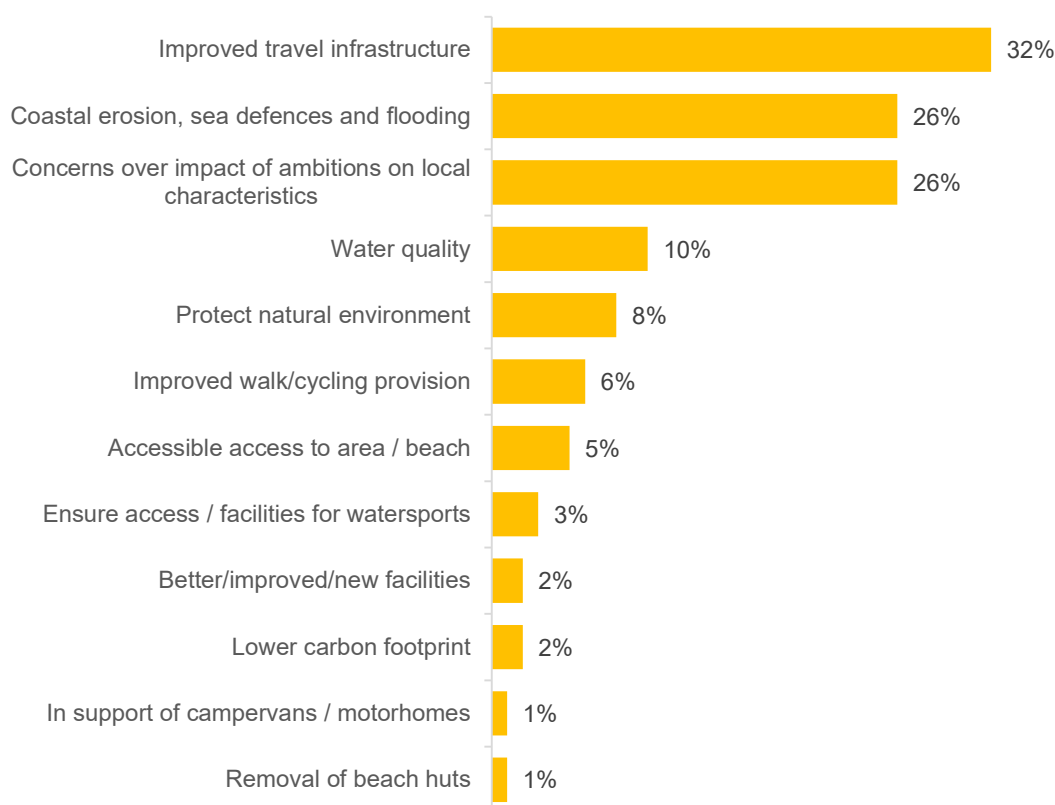


Figure 10 – Responses to Q9a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? – note that this question is only asked of respondents who responded that the ambition does not meet all or any of the needs of the community for the main question

SAMPLE SIZE: 99

When asked the importance of the ambition principles for West Beach, the top three statements that were deemed very important or important by the most respondents were: ‘views of/from the beach’ (85%), ‘preservation of existing character’ (83%) and ‘nature walks referencing the island’s history’ (78%). These were followed by options around accessing the location, ‘access to bus routes’ (78%), ‘extension of the Billy Trail to the beach’ (70%) and ‘provision of signage and wayfinding’ (64%).

The lowest ranking options were 'overnight stay huts' which was deemed very important or important by 23% of respondents, 'screening wall between car park and beach' (23%) and 'artwork along the beachfront walk' (27%).

Importance of West Beach ambition principles

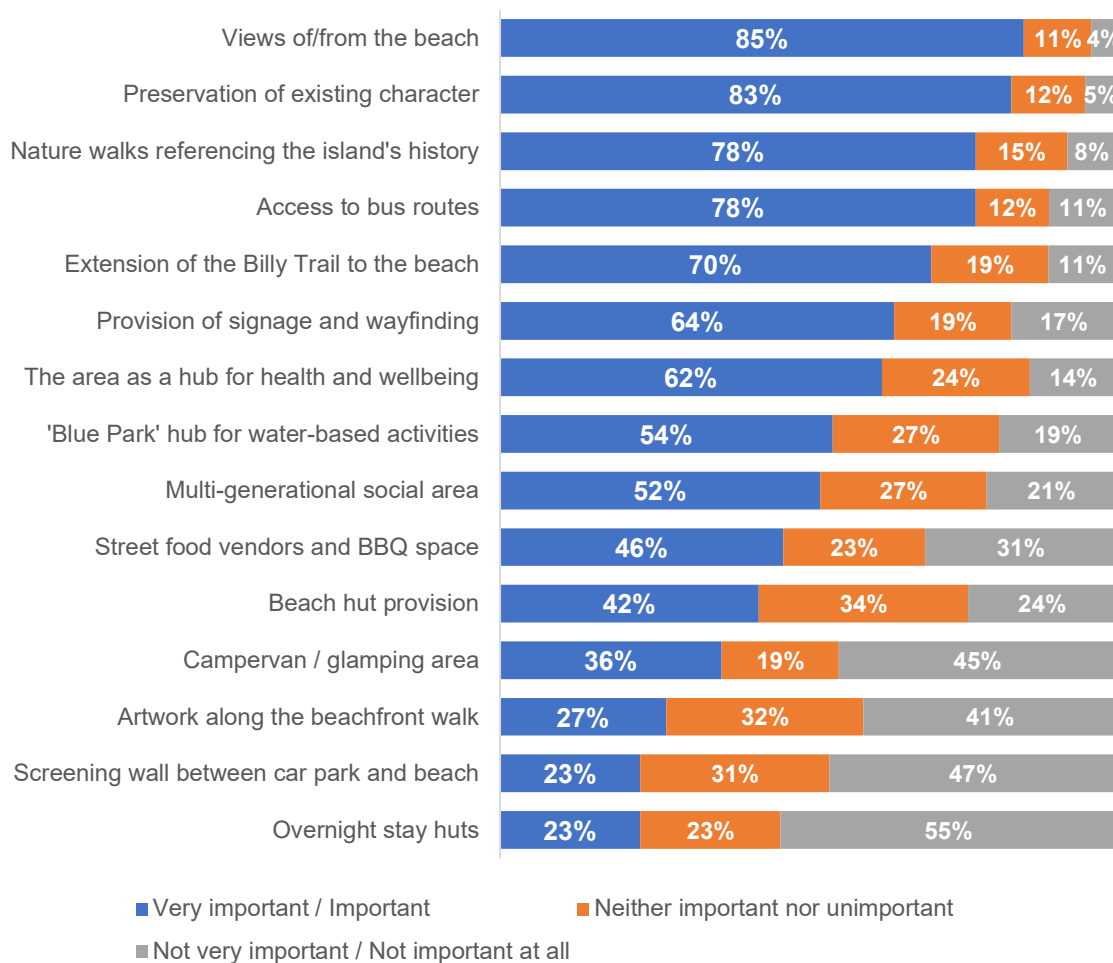


Figure 11 – Responses to Q10 – How important are each of the ambition principles for the West Beach area to you?

SAMPLE SIZE: Views off/from the beach (257) / Preservation of existing character (256) / Nature walks referencing the island's history (258) / Access to bus routes (258) / Extension of the Billy Trail to the beach (257) / Provision of signage and wayfinding (260) / The area as a hub for health and wellbeing (255) / 'Blue Park' hub for water-based activities (252) / Multi-generational social area (256) / Street food vendors and BBQ space (257) / Beach hut provision (255) / Campervan or glamping area (256) / Artwork along the beachfront walk (254) / Screening wall between car park and beach (256) / Overnight stay huts (257)

When asked what elements would add further value to the aspirations for West Beach, 80% felt that 'sympathy to local natural environment' was a significant principle for the ambition of this area. Similarly, around two thirds (67%) felt 'sympathy to local characteristics' would add value to these aspirations, followed by 'access to the area' and 'suitable disabled access to the area' (58% respectively.)

The lowest ranking element was 'housing opportunities' at 2%.

Elements to add further value to aspirations for West Beach

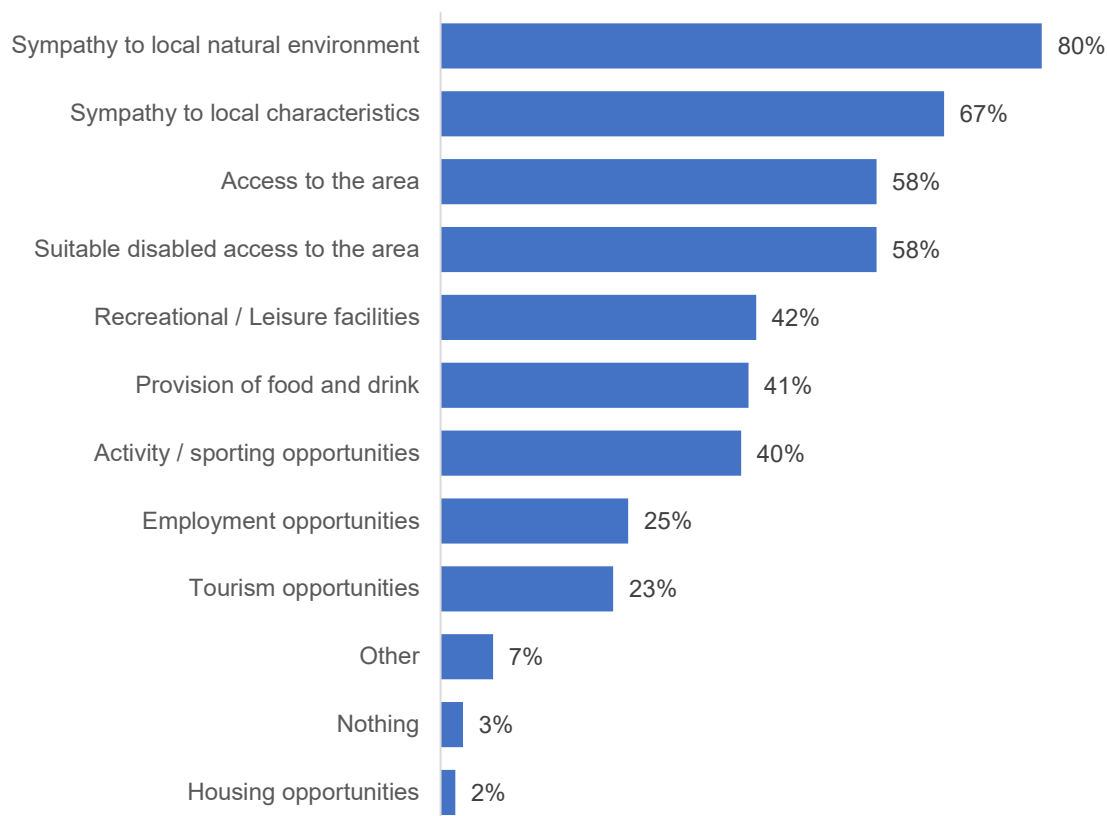


Figure 12 – Responses to Q11 – What, if anything, do you feel would add further value to the aspirations for the West Beach area?

SAMPLE SIZE: 261

6.3. Beachlands: A place for living and the community

When asked whether the ambition for Beachlands meets the needs of the community, just over half (54%) felt it exceeds or meets the needs of the local community and 46% felt that it does not meet all or any of the needs.

The most common response was that the ambition met the needs of the community, with just under half of respondents (46%) stating this.

Just over one in ten of respondents felt that it did not meet any of these needs (13%).

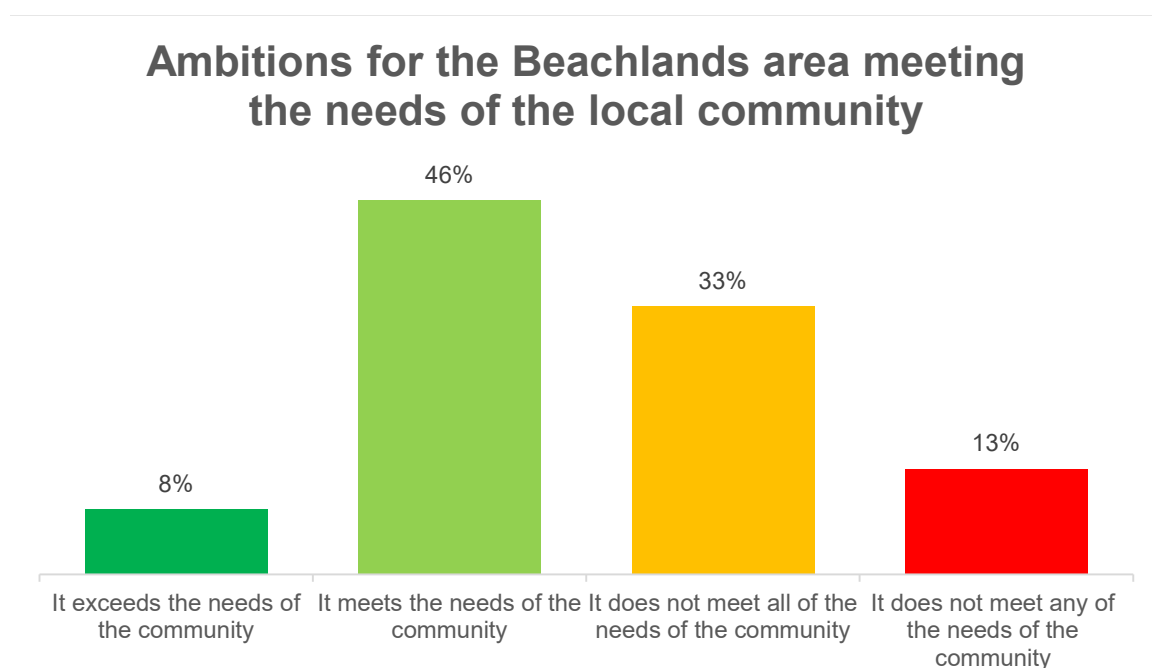


Figure 13 – Responses to Q12 – How well do you feel that the aspirations for Beachlands meet the needs of the local community?

SAMPLE SIZE: 246

For those who indicated that they felt the ambition for the Beachlands area did not meet any or all of the needs of the community, the main reason given is the need for improved travel infrastructure (33%). This included concerns that relate to access to and from this area, with respondents citing concerns over the impact of increased visitors on the existing road and transport network. There are additional concerns over car parking provision and the desire to bring in green transport options:

“Much is based on visitors and their experiences but more visitors means more cars and the need for parking”

The next most common theme amongst respondents was concern over the impact of the ambitions on local characteristics (31%). These included responses citing concerns that the

draft ambition document does not state how future plans will enhance, protect or incorporate local characteristics.

“Will ruin the natural beauty of the beach”

The next most cited theme was water quality (11%), particularly regarding the perception that this should be incorporated as part of future regeneration plans to protect the local environment.

“Without addressing the excessive and dangerous sewage there will be no Beachlands left”

One in ten (10%) responses were regarding keeping the fun fair at the Beachlands location, which was felt to offer a particular draw for visitors.

“Many visit Hayling because of its traditional/old-time funland rarely found elsewhere along south coast.”

Reasons why the ambition for Beachlands does not meet the needs of the local community

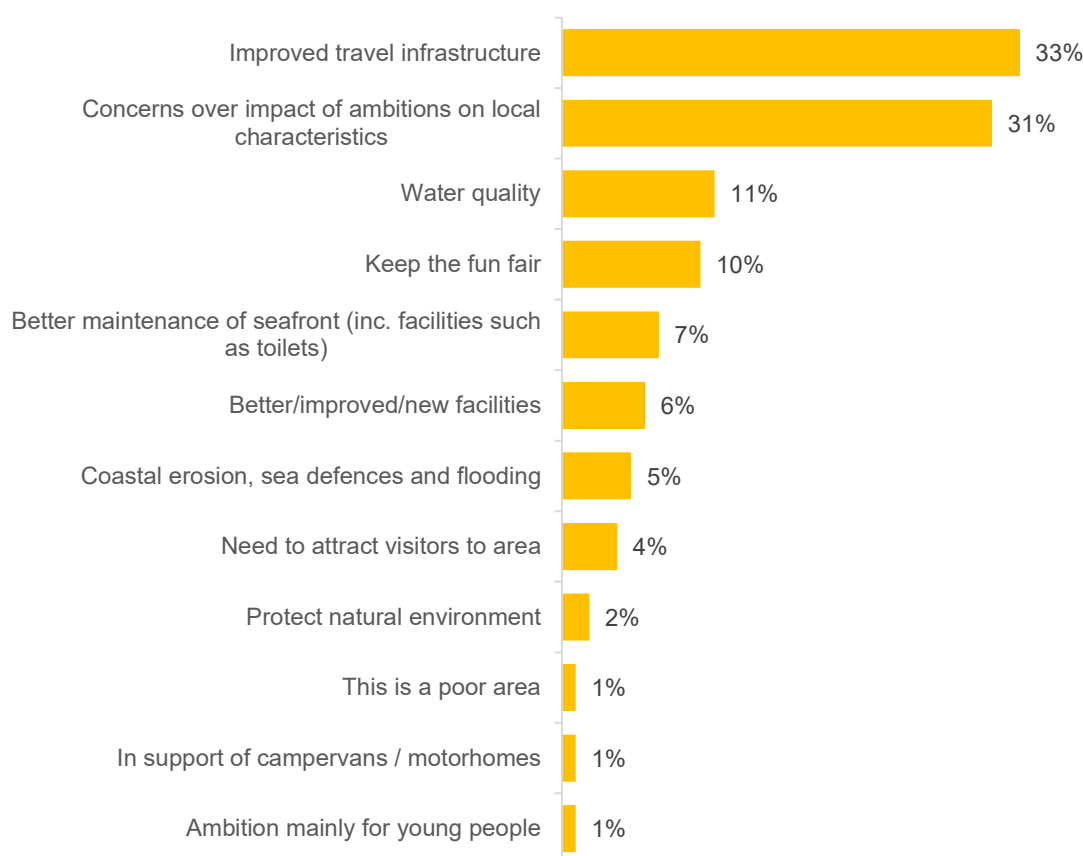


Figure 14 – Response to Q12a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? - note that this question is only asked of respondents who responded that the ambition does not meet all or any of the needs of the community for the main question

SAMPLE SIZE: 83

When asked on the importance of the ambition principles for Beachlands the three most popular responses were 'natural walks' (89%), 'pedestrian friendly environment' (87%) and 'beach front walk' (84%).

The lowest ranking options were 'high quality residential apartments' (14%), 'seafront beacon structures' (31%) and 'overnight or short-stay options overlooking the beach' (35%).

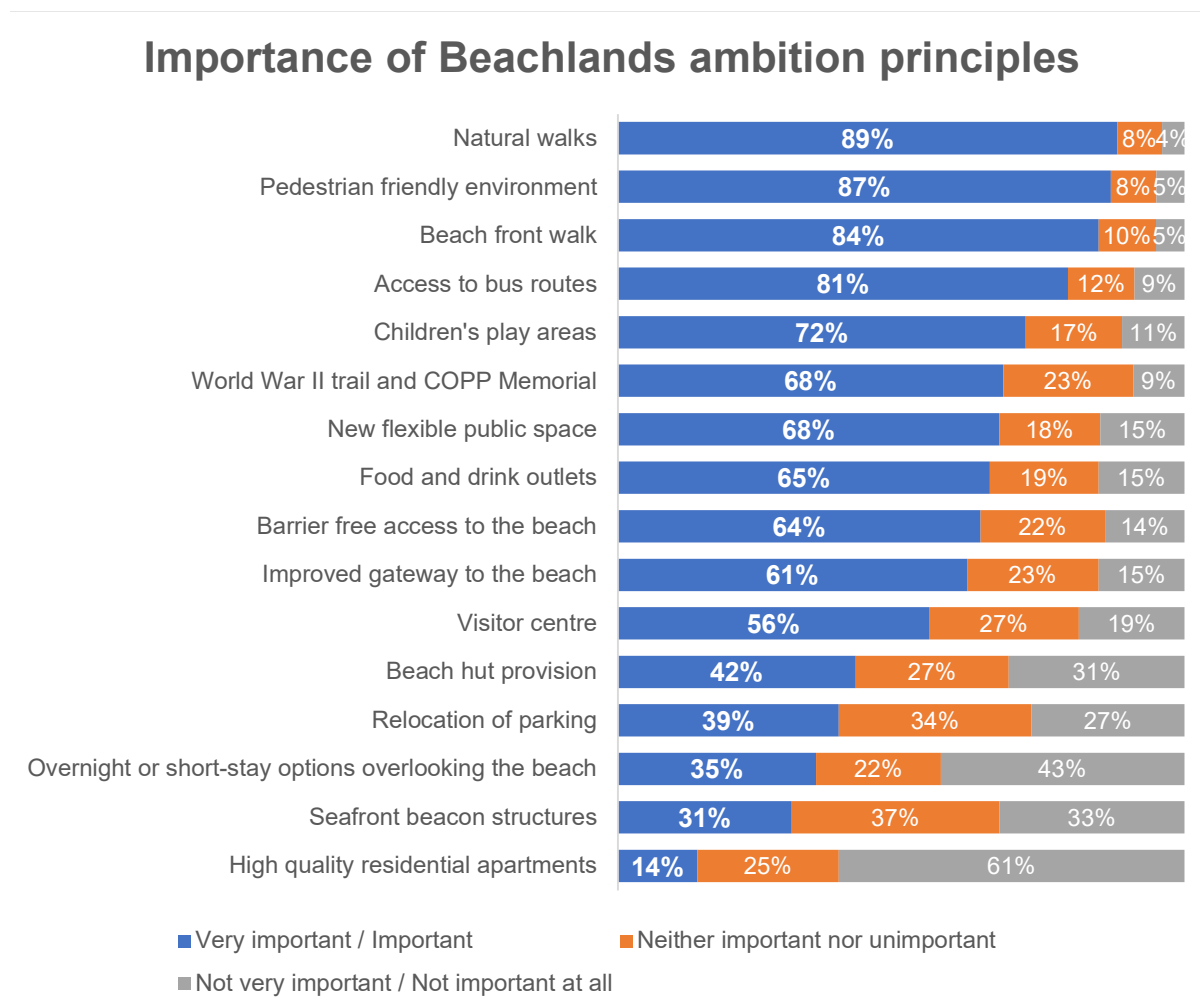


Figure 15 – Responses to Q13 – How important are each of the ambition principles for Beachlands to you?

SAMPLE SIZE: Natural walks (255) / Pedestrian friendly environment (254) / Beach front walk (253) / Access to bus routes (254) / Children's play areas (256) / World War 2 trail and COPP Memorial (253) / New flexible public space (252) / Food and drink outlets (250) / Barrier free access to the beach (252) / Improved gateway to the beach (253) / Visitor centre (252) / Beach hut provision (252) / Relocation of parking (248) / Overnight or short-stay options overlooking the beach (255) / Seafront beacon structures (249) / High quality residential apartments (249)

When asked what elements would add further value to the aspirations for the Beachlands area, 76% felt that 'sympathy to local natural environment' was a significant principle for the ambition of this area. Similarly, just under two thirds (60%) felt 'sympathy to local characteristics' would add value to these aspirations, followed by 'suitable disabled access to the area' (59%) and 'access to the area' (57%).

The lowest ranking element was 'housing opportunities' and 'nothing', both at 4%.

Elements to add further value to aspirations for Beachlands area

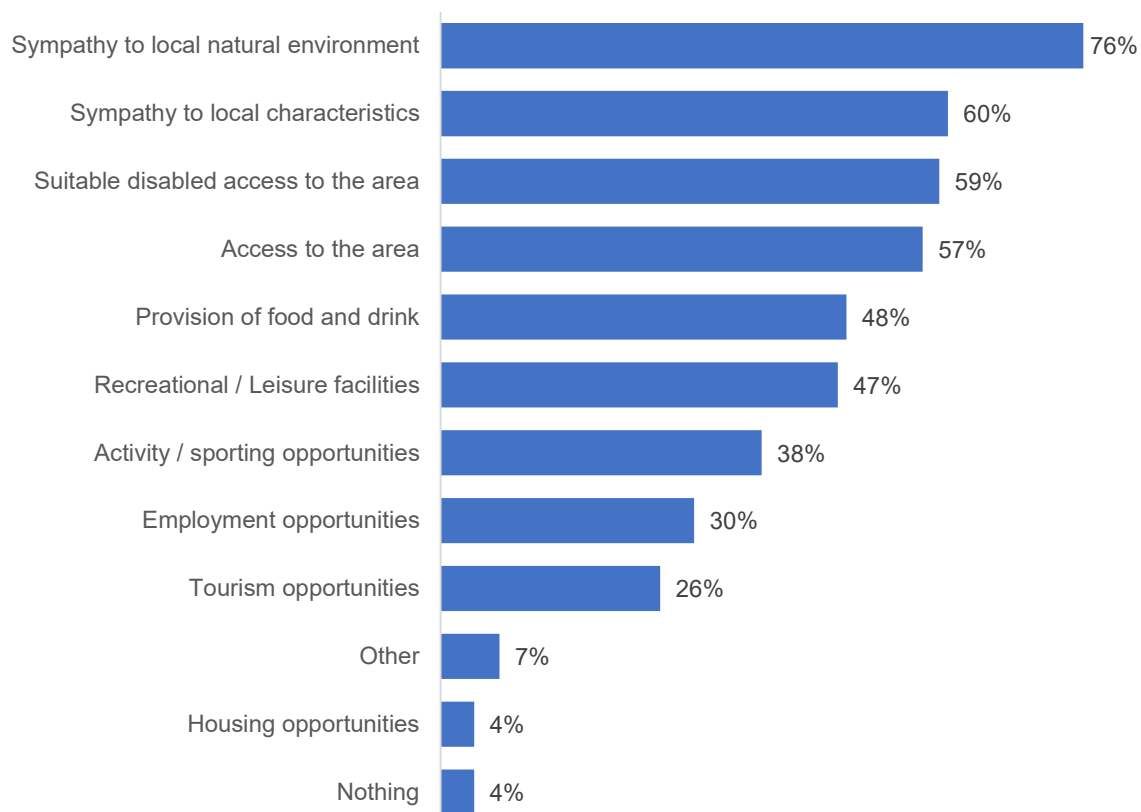


Figure 16 – Response to Q14 – What, if anything, do you feel would add further value to the aspirations for the Beachlands area?

SAMPLE SIZE: 256

6.4. Eastoke: A leisure and events offer

When asked if the ambition for the Eastoke area meets the needs of the local community, 59% of respondents felt that it exceeds or meets the needs versus 42% of those who felt it does not meet all of any of the needs of the community.

Almost half of respondents felt that the ambition meets the needs of the community (49%).

Just over one in ten felt the draft ambition does not meet any of the needs of the community (11%).

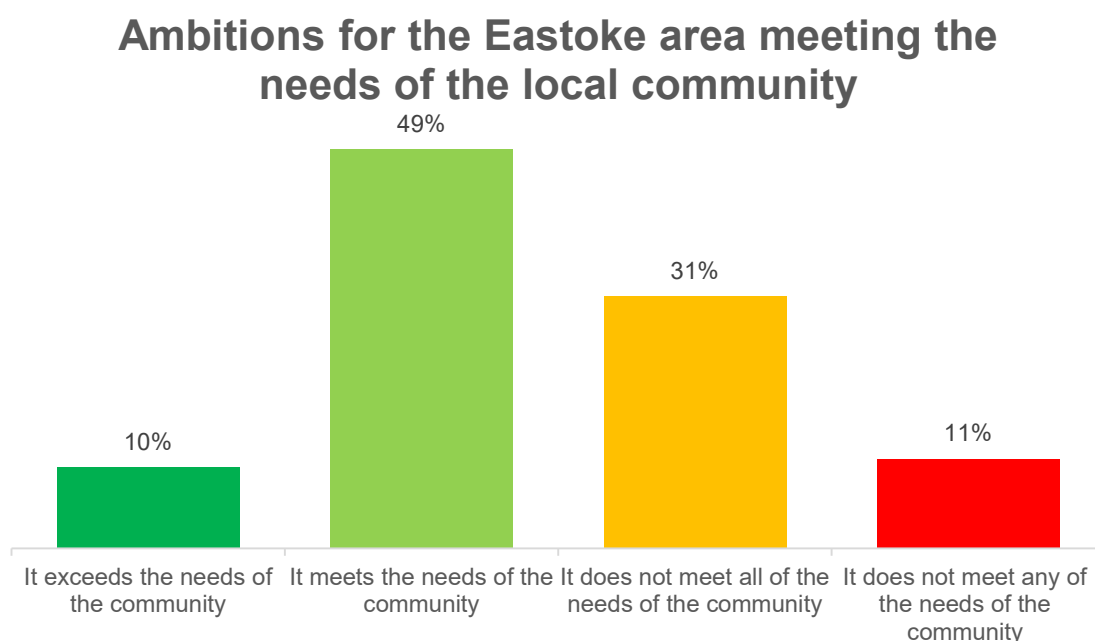


Figure 17 – Responses to Q15 – How well do you feel that the aspirations for Eastoke meets the needs of the local community?

SAMPLE SIZE: 229

For those who indicated that the ambition for the Eastoke area did not meet all or any of the needs of the community, the main theme cited by respondents was concern of the impact of the draft ambition on local characteristics (28%). There was a perception that increased residential development would impact on the local character of Eastoke.

The second most cited theme was regarding the view that improved travel infrastructure (15%) is needed. These responses were of the view that travel infrastructure (particularly roads) would require upgrading and investment to support a perceived uptake in usage, particularly if future regeneration plans are to encourage more residents and visitors to the island.

“Road access has been a pain for 60 years. No more development until roads improved”

The third most cited theme was regarding coastal erosion, sea defences and flooding (13%), particularly concerns regarding the rise of seawater and previous seawater flooding.

Respondents feel that the draft ambition document does not provide the necessary provision for the protection of the coastline, and that this is vital for the Eastoke area:

“Before doing anything the sea defences need to be improved as it already floods regularly in this area and it’ll only deteriorate and become more frequent with climate change if this is not addressed.”

Reasons why the ambition for the Eastoke area does not meet the needs of the local community

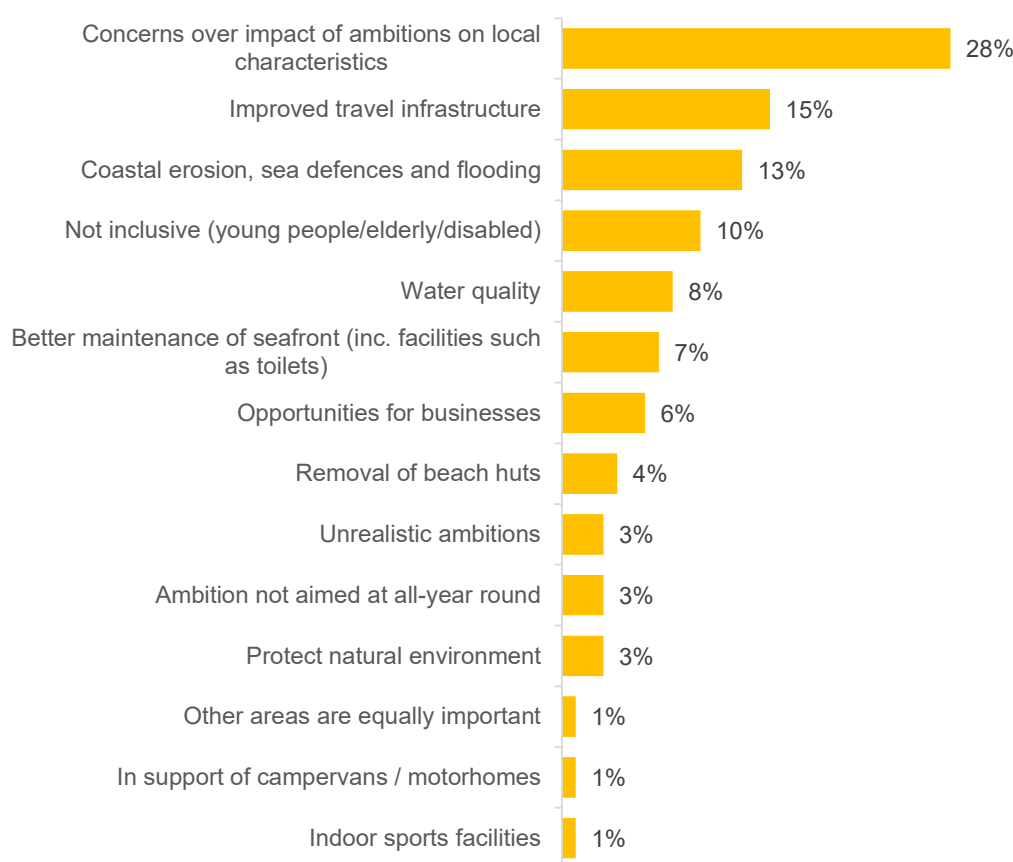


Figure 18 – Responses to Q15a – Why do you feel it does not meet any / all the needs of the community? What could be done to meet these needs? – note that this question is only asked of respondents who responded that the ambition does not meet all or any of the needs of the community for the main question

SAMPLE SIZE: 72

Respondents were asked the importance of the ambition principles for Eastoke, and 89% of respondents stated that a ‘pedestrian friendly environment’ was very important or important to them, followed by ‘beach front walk’ (87%) and ‘outdoor seating area’ (84%).

The lowest ranking options were ‘high quality residential apartments’ (16%), ‘overnight stay huts’ (22%) and ‘beach hut provision’ (37%).

Importance of Eastoke ambition principles

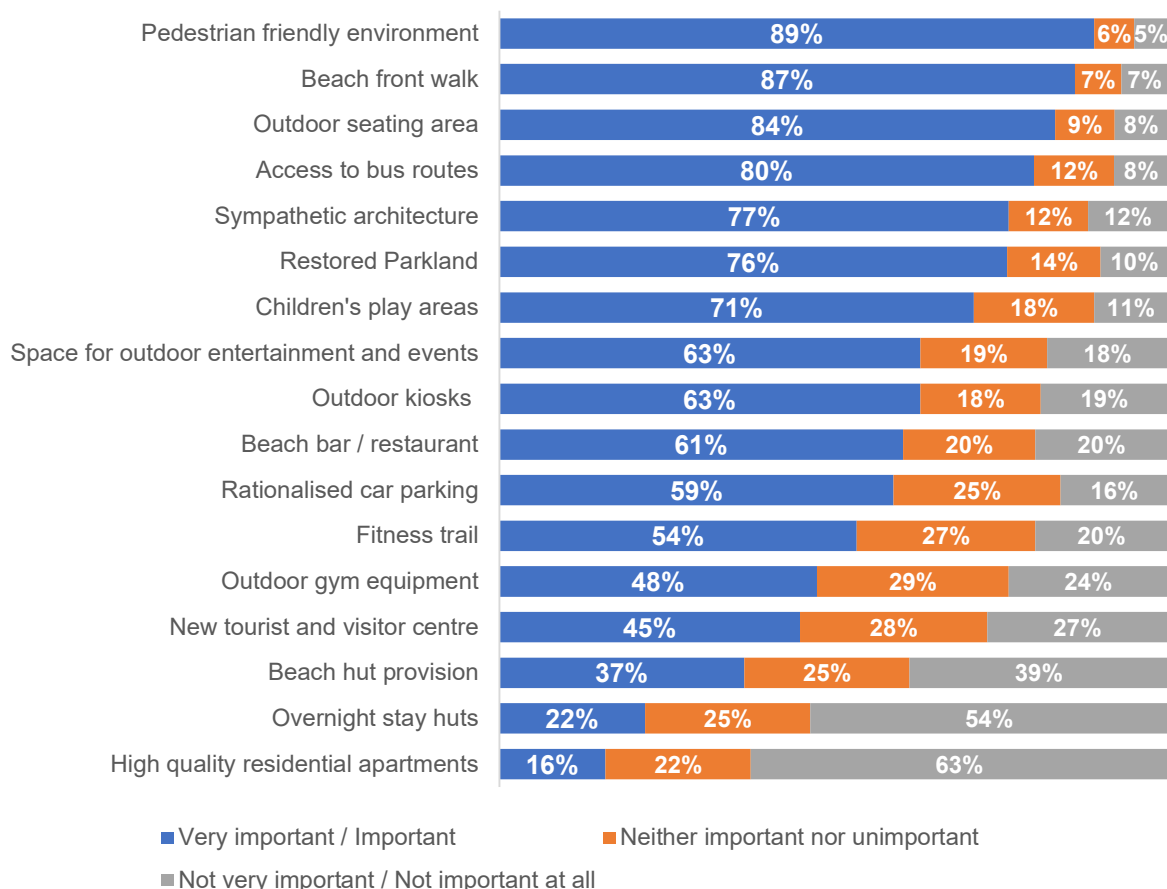


Figure 19 – Responses to Q16 – How important are each of the ambition principles for Eastoke to you?

SAMPLE SIZE: Pedestrian friendly environment (237) / Beach front walk (243) / Outdoor seating area (237) / Access to bus routes (239) / Sympathetic architecture (236) / Restored Parkland (235) / Children's play area (241) / Space for outdoor entertainment and events (237) / Outdoor kiosks (241) / Beach bar or restaurant (240) / Rationalised car parking (238) / Fitness trail (237) / Outdoor gym equipment (240) / New tourist and visitor centre (238) / Beach hut provision (238) / Overnight stay huts (239) / High quality residential apartments (235)

When asked what elements would add further value to the aspirations for the Eastoke area, 76% felt that 'sympathy to local natural environment' was a significant principle for the ambition of this area. Similarly, just under two thirds (59%) felt 'sympathy to local characteristics' would add value to these aspirations, followed by 'suitable disabled access to the area' (59%) and 'access to the area' (55%)

The lowest ranking element was 'housing opportunities' at 4%.

Elements to add further value to aspirations for Eastoke area

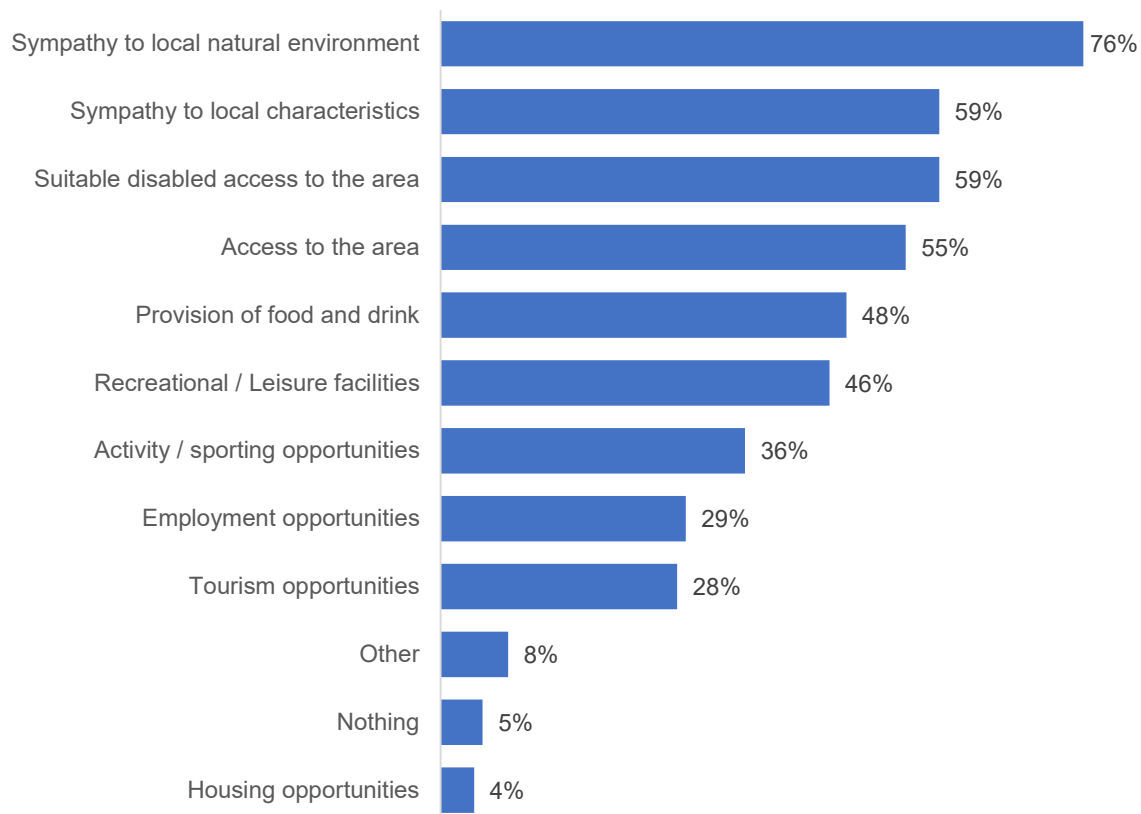


Figure 20 – Response to Q17 – What, if anything, do you feel would add further value to the aspirations for the Eastoke area?

SAMPLE SIZE: 240

6.5. Importance of areas

Respondents were asked which area was felt to be the most important and why. While the West Beach area was viewed to be the most important to respondents (41%), it is interesting to note that almost a third (30%) did not have a preference for any of the three areas in the draft ambition document.

Beachlands (16%) and Eastoke (14%) were viewed as important by a smaller proportion of respondents.

Most important areas to respondents

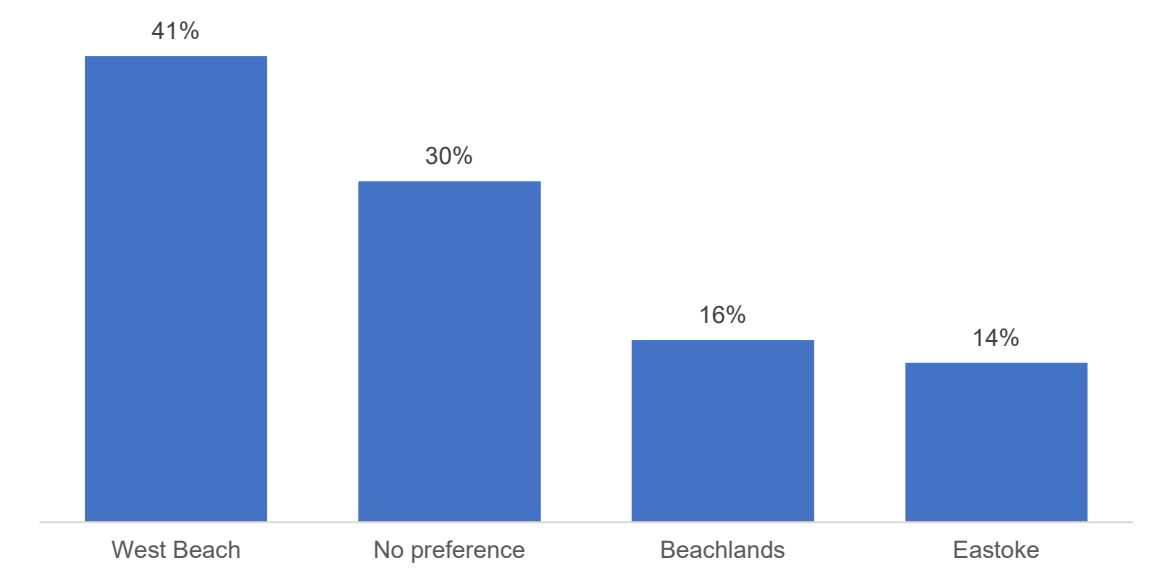


Figure 21 – Responses to Q18 – Of the three areas outlined in the draft ambition document (West Beach, Beachlands and Eastoke), which is the most important to you and why?

SAMPLE SIZE: 260

West Beach

For those who cited that West Beach was the most important area to them, around a quarter (26%) cited the 'natural environment of the area' as the main reason of why it was important. Comments here included how the Site of Special Scientific Interest (SSSI) and area of outstanding beauty were a big draw to this area, with many enjoying the nature and animals present in this location. This led to many stating they enjoy the peaceful and quiet atmosphere this brings to the West Beach area.

"This is an important area for wildlife. This should be valued as such so that people have an opportunity to enjoy a 'natural' area of beach, in contrast to other more 'commercial' areas such as Beachlands. It is lovely to have quiet enjoyment on the beach while watching flock [sic] of linnets feeding on the vegetated shingle and hearing and seeing Sandwich terns fishing along the shoreline."

The second most cited theme in response to this question was the respondent 'visited the area most often' (22%). Those who visit the area most often use this for a variety of

purposes, with the most popular being to go walking or swimming at this location. These responses emphasise how the West Beach area is highly valued as a regularly visited location for many respondents and reinforced the importance of the area to the local community.

“It is the area I use most and have done for all my life”

The third most cited theme was that the area is ‘good for water sports’ (22%), as the West Beach area is where many conduct their sporting or leisure activities on Hayling seafront. Many commented how this is the best area for windsurfing and has a good reputation for providing this.

“One of Europe’s premiere windsurfing beaches with an international draw.”

Reasons why West Beach is important to respondents

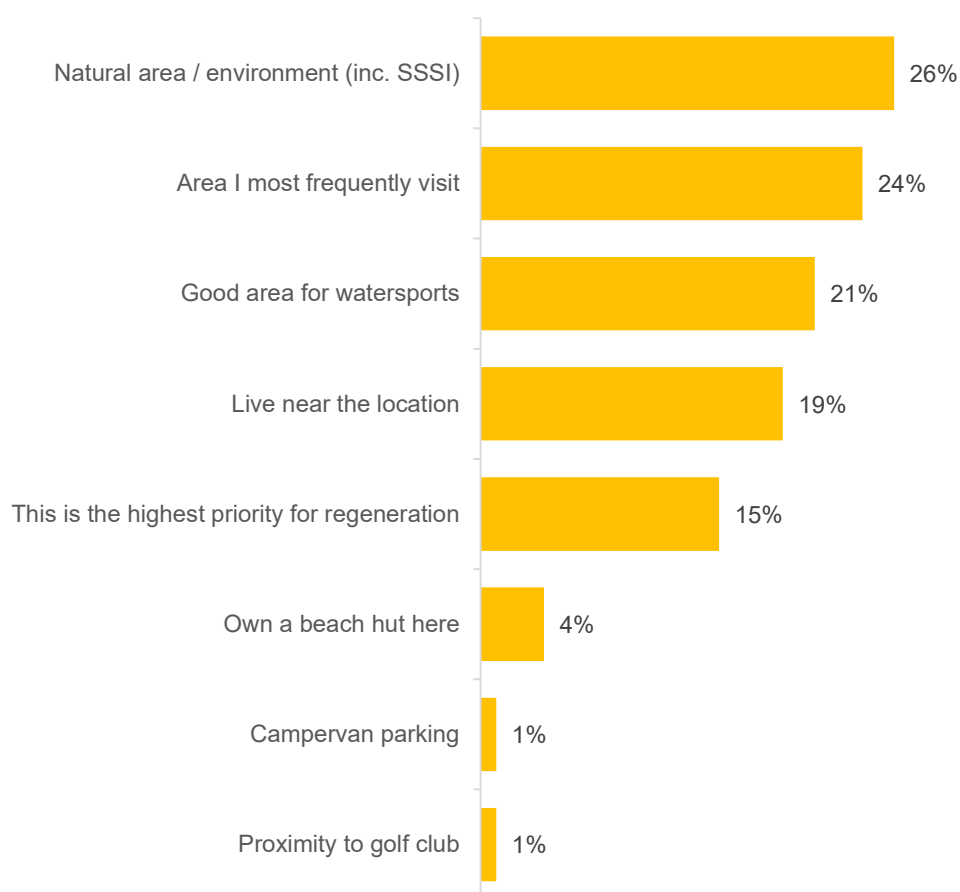


Figure 22 – Responses to Q18a – Why is the West Beach area the most important to you? – note this question was only asked of respondents who indicated that this area was important to them in response to Q18

SAMPLE SIZE: 102

No preference

Respondents who indicated that they have no clear preference amongst the areas along the seafront stated this as they felt that 'all three areas are important and/or are in need of improvement' (63%).

These comments highlighted that the three areas in question – West Beach, Beachlands and Eastoke – are all of equal importance and all bring their unique characteristics to create the Hayling Island seafront location. Many of these views indicated that improvements were welcomed but that they would need to be co-ordinated and not leave any of these areas behind. These views are summarised in the following comments:

"I class all areas as on seafront and are equally as important as each other"

"It is important that the whole seafront is developed together. That would make for a much stronger and more effective plan."

"All equally important - and it is about connecting them together through a consistent public realm palette"

Reasons why respondents had no clear preference for areas along the seafront

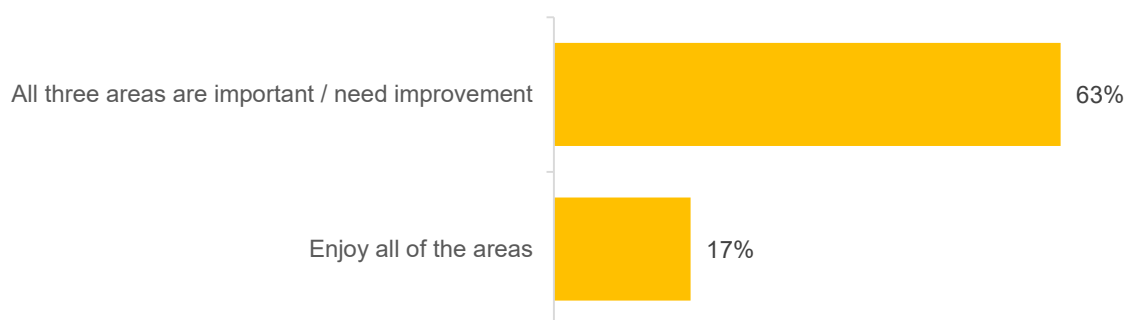


Figure 23 – Responses to Q18d – Why do you have no clear preference for any of these areas on the seafront? – note this question was only asked of respondents who did not indicate an important area to them in response to Q18

SAMPLE SIZE: 60

Beachlands

For those who felt the Beachlands area was the most important, a third (33%) stated that this was due to the area being 'the main tourist area or main area on the seafront'. Comments highlighted how the Beachlands area is viewed as a central or even the foremost section of the Hayling Island seafront, and many referenced how one of the main routes to the seafront links to this area.

"This is and always will be the centre piece for visitors it is here they get their first impressions of Hayling which will stay with them."

The second most cited theme was 'living near the location' (31%) and this area is deemed important to those residing in the vicinity. Some comments raised concerns regarding the ambition and the impact this would have on the local characteristics.

The third most common theme was that this is the area with the highest priority for regeneration (21%), which indicates that there is a certain appetite for the Beachlands area to benefit from regeneration. Some respondents refer to the area's potential to be a tourist draw, and that at present it is not up to the perceived desired standard. The ambition provides for some an opportunity to update this area:

"Looks tatty and tacky at the moment. Old fashioned. Priority for updating"

Reasons why Beachlands is important to respondents

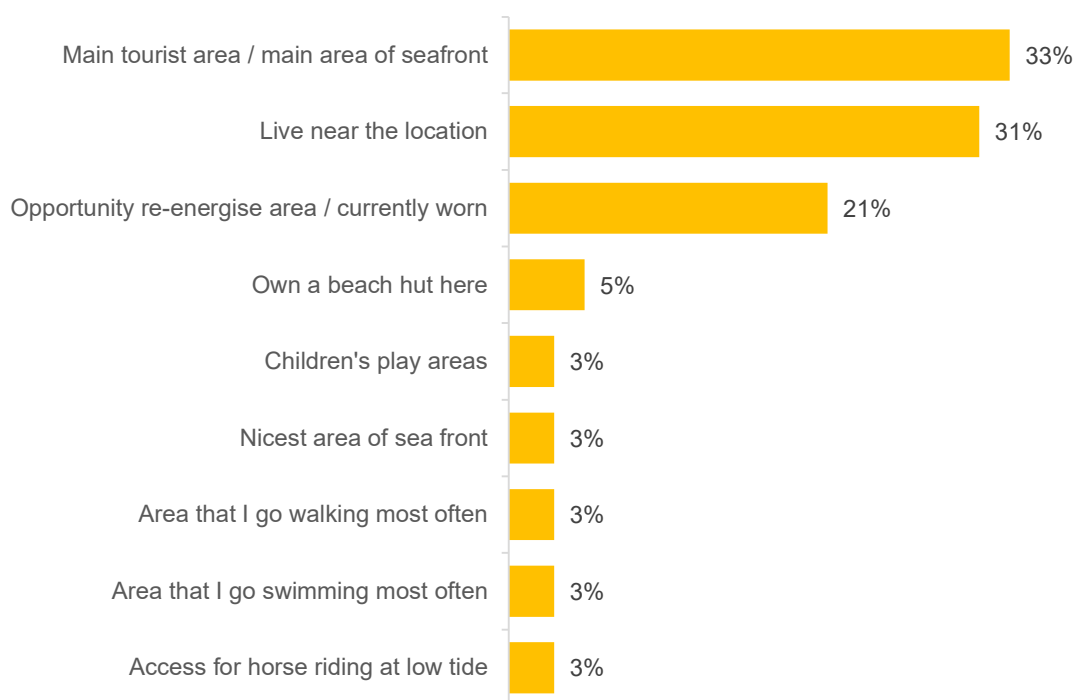


Figure 24 – Responses to Q18b – Why is the Beachlands area the most important to you? - note this question was only asked of respondents who indicated that this area was important to them in response to Q18

SAMPLE SIZE: 39

Eastoke

For those who felt that Eastoke is the most important area, the main reason for this was respondents 'live near the location,' which was given by 42%. There were some concerns raised that the draft ambition could impact on the local characteristics of the area and were keen to ensure any future plans would complement and be sympathetic to this.

A third of respondents (33%) indicated that they felt Eastoke was the area that should be prioritised for regeneration, with many views referring to a prior lack of interest or investment in this area.

“It could do with some updating...to convert Eastoke to an area to meet and enjoy a friendly chat, good food and a drink would be wonderful.”

Reasons why Eastoke is important to respondents



Figure 25 – Responses to Q18c – Why is the Eastoke area the most important to you? - note this question was only asked of respondents who indicated that this area was important to them in response to Q18

SAMPLE SIZE: 33

6.6. Awareness of the Ambition for Hayling Island

Respondents were asked how they had heard about the draft ambition, and the most commonly cited channel was Havant Borough Council website (36%), followed by local press coverage (23%) and the Havant Borough Council Facebook page (17%).

How respondents heard about the Ambition

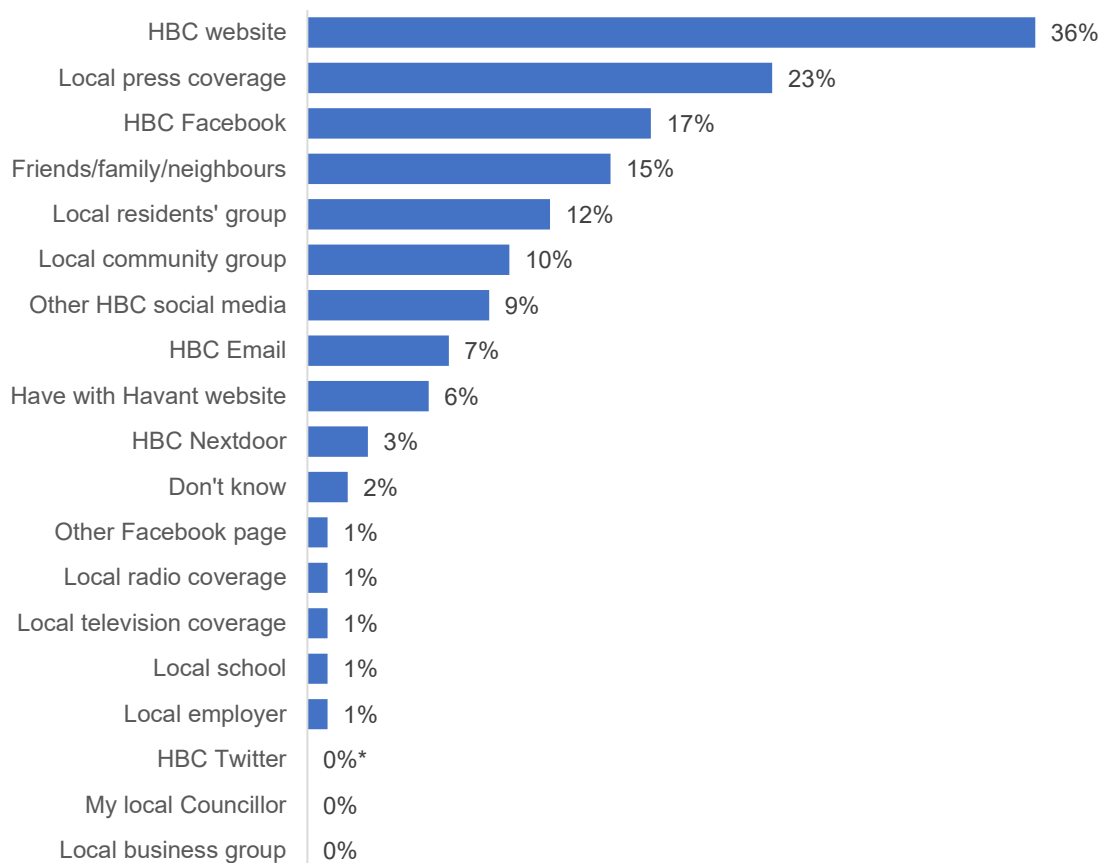


Figure 26 – Responses to Q19 – How did you hear about the Ambition for Hayling Island Seafront?

SAMPLE SIZE: 258

*Please note response are greater than 0 but less than 1%

7. Drop-in event feedback

In addition to feedback through the online survey, two face-to-face drop-in events were held. In total 280 people attended the two events and further demographic information can be found in Appendix K.

All 508 comments were read and categorised by specific themes as follows:

- Ideas, opportunity areas, things of importance to see/keep 21.3%
- Coastal defences 11.3%
- Housing and Local Plan 10.1%
- Transport and traffic 9.8%
- Funfair (Funlands) 6.3%
- Natural environment, wildlife and habitats / SSSI 4.6%
- Beach huts 4.4%
- Sewage, water quality and Blue Flag status 4%
- Cycling 3.6%
- Concerns and issues 3.2%
- Cleanliness and quality of existing facilities 2.6%
- Disabled access and facilities 2.6%
- Light Railway 2.5%
- Hayling Billy Line 2.5%
- Water sports 2.2%
- Overnight stays and campervans 2.2%
- Parking 2%
- Ferry 1.9%
- Funding and delivery of draft Ambition 1.2%
- Obstruction of views 0.5%
- Walking 0.3%
- Pedestrianisation 0.3%
- Other 0.3%

Similarly, to other engagement methods (such as the online survey), some of the key themes reflect the four main themes: transport infrastructure, coastal defences and flooding, housing, and water quality/sewage. These were all particularly mentioned as concerns by attendees and the view that these would need to be addressed/enhanced/protected as part of the regeneration programme.

At the events, some attendees raised queries regarding the regeneration programme and Council plans/decision making. Examples of this were:

- How will the regeneration programme be funded?
- What does the delivery programme look like?
- Has there been a decision or commitment on the number of residential homes to be built?
- What are the proposed timescales for the programme?
- Is the regeneration funding and timescales dependent on certain decisions e.g. does the programme rely on a certain number of residential homes to be built?

It is vital that the communications supporting the regeneration programme going forward provide messaging and information to stakeholders regarding proposed plans. There were a

number of ideas submitted throughout the events that were felt to enhance the areas. These included:

- Swimming pool or lido
- Showers in the beach area
- Marina
- Hotel
- Club house for water sports
- Rowing centre
- Improved leisure facilities
- Beach Club
- Heritage Centre
- Electric vehicle charging points
- Sit and chat benches
- Green activities and recycling
- Opportunity to learn about marine life and the environment.

Attendees were asked to take part in a word board activity where they could write on post its to describe Hayling Island seafront, what they like/dislike or what is important to them. The below word cloud includes all 65 post-its recorded. The larger the word is displayed, the more mentions it had.



Figure 27 - Wordle graphic for words received as part of the word board activity at the drop-in events
SAMPLE SIZE: 65

8. Online mapping tool responses

In addition to feedback through the online survey and engagement events, comments were received through the online mapping tool promoted on Havant Borough Council's website. In total, 74 responses were received.

All comments were read and categorised by area (Beachlands, Eastoke, West Beach or Hayling Island Seafront), and then logged under specific categories (such as suggestions, comments, or issues raised etc.)

8.1. Hayling Island Seafront

In total, 62% (46 responses) of all the responses to the online mapping tool received were regarding Hayling Island seafront generally.

Nearly two-thirds (65%) of comments received regarding Hayling Island Seafront mentioned concern regarding the current travel infrastructure, particularly issues with traffic on and off the island and current parking provision and charges. Those who raised this concern felt that any future regeneration should consider enhanced road infrastructure and provision, particularly to support a perceived increase in residents and visitors to the island.

This was followed by just under half (48%) raising concerns regarding rises in sea water, resulting in sea water flooding. Those who raised this concern felt that any future regeneration should consider how to prevent sea water flooding, particularly through enhancement of sea defences. Some who raised concerns in this theme were regarding water quality and sewage and felt that this was an area that needs to be addressed for the local area.

Just under one-third (30%) of responses received were related to local infrastructure, particularly such as schools and health services. It was felt that if the regeneration plans are to accommodate for more residents, then local infrastructure needs to be considered as part of the plans to support a perceived increase in the number of people living on the island.

Just under one-quarter (24%) of responses received raised concerns regarding the regeneration plans and the need to incorporate, or be sympathetic to, the local and unique characteristics of the area. This includes protection of views of the sea, protection of wildlife and the environment, consider or reduce noise and light pollution, to keep current height of buildings, and to protect (or enhance) local living and community life.

The other themes raised were:

- Provision or support of local activities (such as horse-riding and water sports) at 17% (8 responses)
- Provision or support for public transport or active travel (particularly to alleviate road traffic) at 15% (7 responses)
- Provision or maintenance of local facilities (such as shops, restaurants, and public toilets) at 13% (6 responses)
- Provision of disabled access (particularly on the seafront and to the beach) at 4% (2 responses)

Hayling Island Seafront

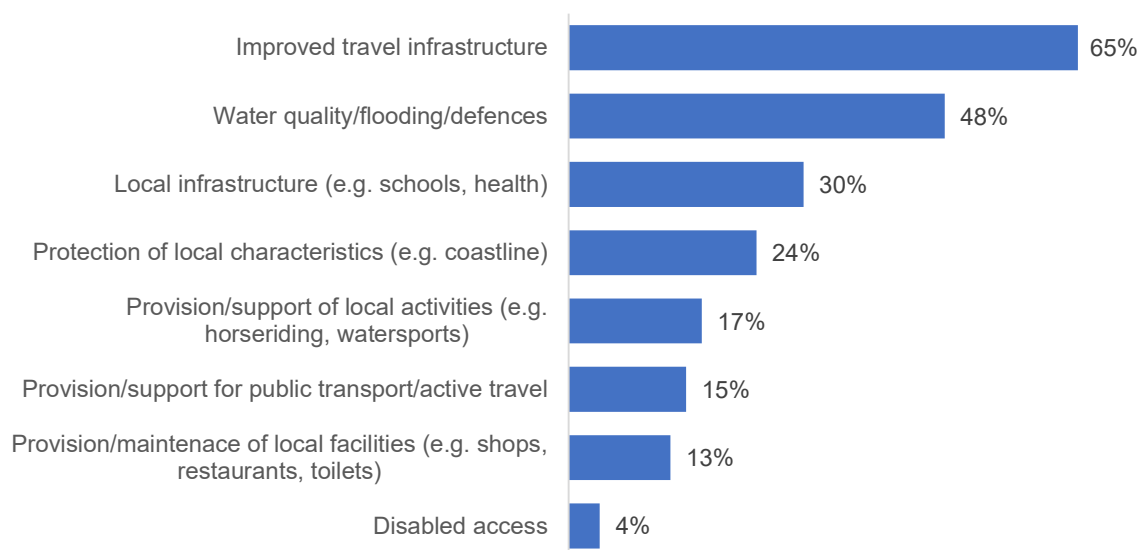


Figure 28. Comments and issues raised in responses to the online mapping tool received by HBC.

SAMPLE SIZE: 46 responses to the online mapping tool October - November 2021

8.2. Eastoke, Beachlands and West Beach

In total, 38% (26 responses) of the responses to the online mapping tool were regarding the three specific areas, Eastoke, Beachlands and West Beach.

The top-ranking themes for each area were as follows.

Eastoke

- Provision or maintenance of local facilities at 50% (4 responses). This was particularly regarding suggestions made on improvements to local facilities or new ideas to enhance user and visitor experience.

Beachlands

- Provision or maintenance of local facilities at 42% (5 responses). Most responses were regarding the fun fair as an asset to the local area.
- Travel infrastructure and parking provision at 42% (5 responses). Comments included concerns regarding road congestion and traffic, and that road infrastructure on the island should be addressed as part of the regeneration.
- Sea flooding and water quality at 42% (5 responses). Comments included concern regarding sea flooding and enhancement to sea defences required and water quality needing to be addressed.

West Beach

- Sea flooding and water quality at 38% (3 responses). Comments included concern regarding sea flooding and enhancement to sea defences required and water quality needing to be addressed.

Eastoke, Beachlands and West Beach

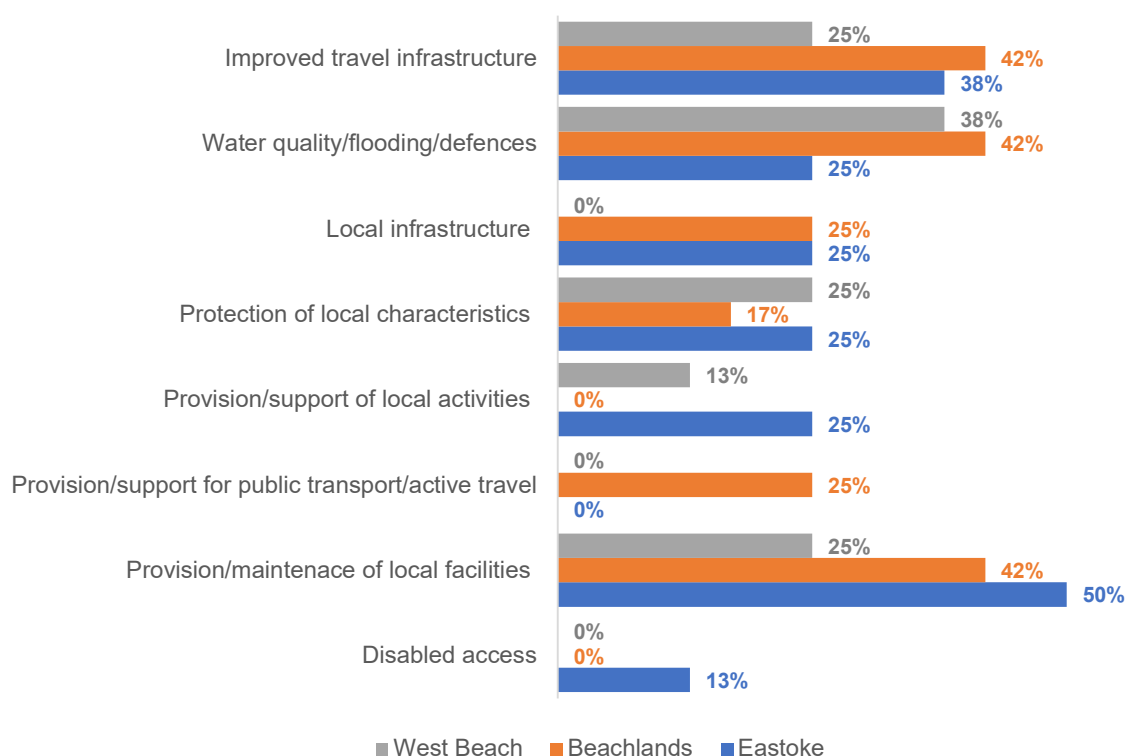


Figure 29. Comments and issues raised in responses to the online mapping tool received by HBC.

SAMPLE SIZE: West Beach (8 responses), Beachlands (12 responses), Eastoke (8 responses) to the online mapping tool October - November 2021

9. Email and letter responses

In addition to feedback through the online survey and engagement events, residents and interested parties responded via emails and letters to Havant Borough Council. In total, 58 emails were logged and 5 letters received between 11/9/2021 and 28/11/2021.

All emails and letters were read and categorised in to whether they felt the draft ambition met the needs of the local community or not, and then logged under specific categories (such as concerns, or issues raised etc.)

Overall, 59% feel the draft ambition for Hayling Island seafront does not meet some or all of the needs of the community, and 38% feel that the draft ambition meets or exceeds the needs of the community.

Broad sentiment on email and letter responses

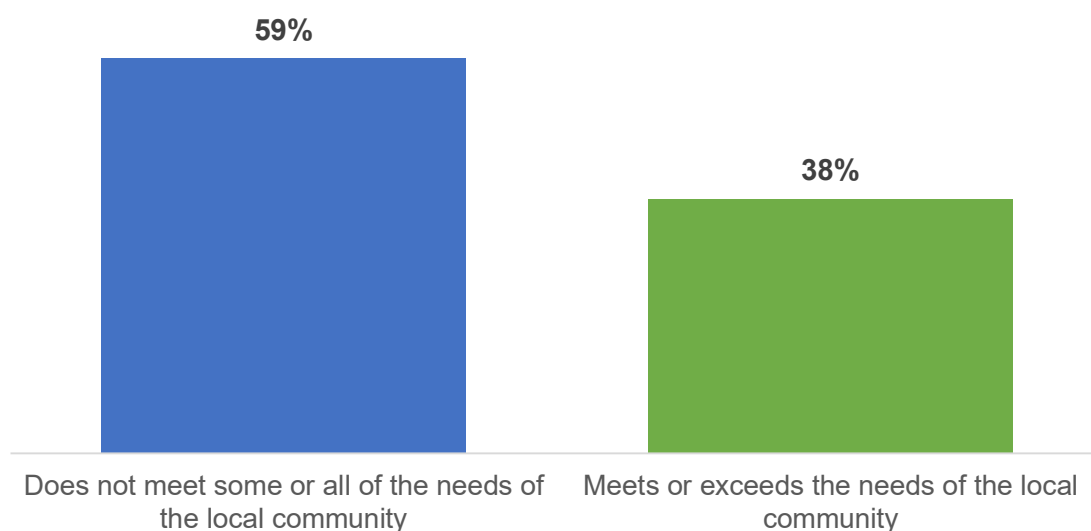


Figure 30 – Breakdown of broad sentiment of email and letter responses

SAMPLE SIZE: 61

9.1. Reasons why the draft ambition does not meet the needs of the community

Of those who felt that the draft ambition does not meet the needs of the community, four-fifths (80%) raised concerns regarding travel infrastructure on the island. It was felt that the current road infrastructure and issues with traffic were a key concern with some commenting that the existing network would not be able to support additional residents and visitors, with related issues such as car parking provision, public transport connectivity and the opportunity for greener alternative transport options or active travel also being mentioned within these views.

This was followed by concerns about coastal erosion, sea defences and flooding (43%), concerns regarding the impact of ambitions on local characteristics (43%) and feelings that the draft ambition document were unrealistic or unclear (37%).

Themes raised in email and letter responses that felt the ambition does not meet some or any of local needs

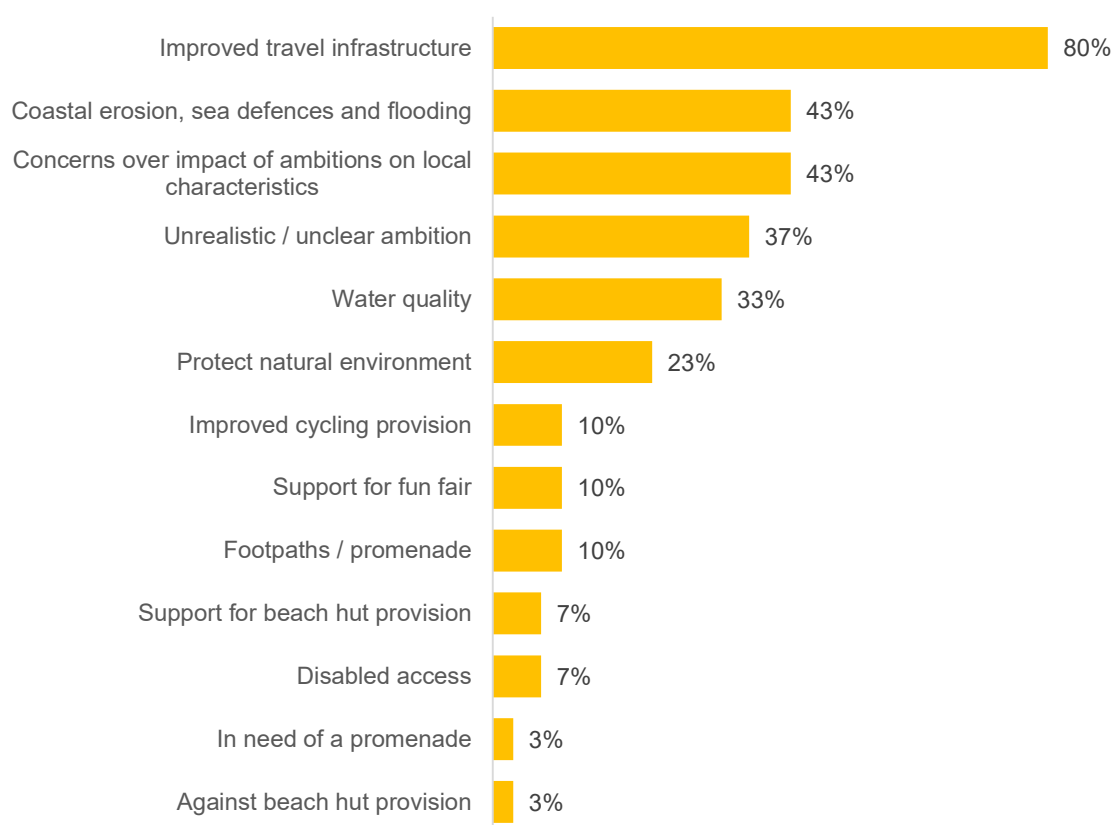


Figure 31 – Breakdown of themes raised in email and letter responses that feel that the ambition does not meet all or any of the needs of the local community

SAMPLE SIZE: 37

9.2. Reasons why the draft ambition meets or exceeds the needs of the community

Of those who felt that the draft ambition does meet the needs of the community, although the responses were of a positive viewpoint particularly in recognition and broad support of the draft ambition, 71% cited that solutions need to be found for traffic and road issues on Hayling Island.

Some of these responses provided suggestions for alternative transport options including a Park and Ride system, utilising the Hayling Billy Trail (with the potential for electric and/or automated vehicles as seen in the Havant Regeneration Strategy) and an enhanced cycle network. Others highlight the importance of public transport and opportunities for scooter, bike or electric bike rental services.

This was followed by comments of support for the draft ambition document (57%), comments that the ambition should make regeneration unique to Hayling Island (33%) and coastal erosion, sea defences and flooding (25%).

Themes raised in emails or letter that felt ambition meets or exceeds local needs

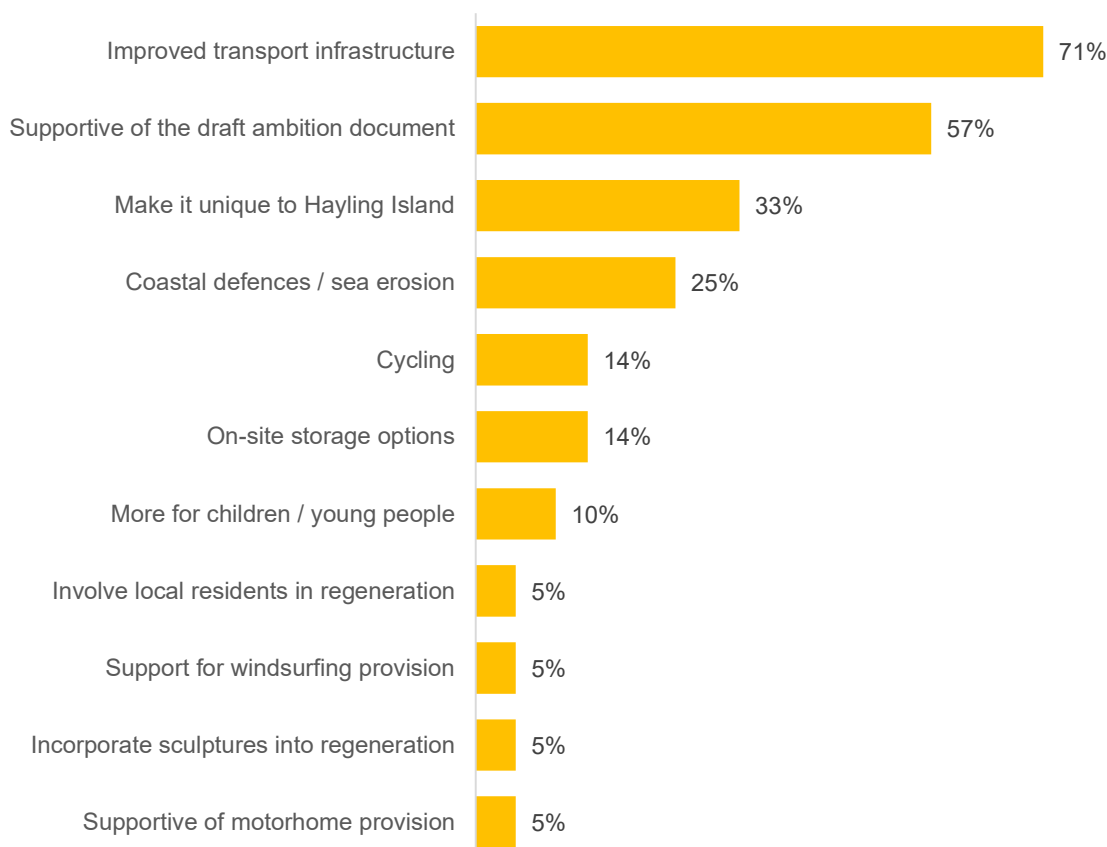


Figure 32 – Breakdown of themes raised in email and letter responses that feel that the ambition meets or exceeds the needs of the local community

SAMPLE SIZE: 24

9.3. Organisations and stakeholders

The email and letter responses received by Havant Borough Council were mostly sent by individual stakeholders (87%), as opposed to representative from stakeholders (13%).

Organisation	No. of responses	% of respondents (out of 61 total responses)
Hayling Island Railway Trust	2	3%
Cycle Hayling	1	2%
Langstone Harbour	1	2%
Solent Outdoor Swimmers	1	2%
Hayling Happy Hutters	1	2%
Coastal Rowing Academy	1	2%
No organisation	54	87%

Figure 33 – Breakdown of responses received from organisations and stakeholders

SAMPLE SIZE: 61

10. Business and organisational stakeholder engagement

Businesses and strategic stakeholders were invited to participate in the engagement programme through the Communications methods detailed in section 3.

10.1 Business engagement

Two emails were sent by the Economic Development Team to 250 business that trade on or are registered to Hayling Island, inviting businesses to participate in our survey and mapping tool and attend our events.

10.2 Organisational and strategic stakeholder engagement

Havant Borough Council conducted a stakeholder mapping workshop and identified a number of key external strategic stakeholders, these will be critical to delivering the ambition. All stakeholders identified have been engaged with, and the Council will continue to engage throughout the programme.

Three emails were sent to 32 stakeholder groups inviting them to participate in the online survey and mapping tool, attend drop-in events and to share the event poster.

Stakeholders that were engaged include: Natural England, Hampshire County Council, Coastal Partners, Hayling Island Golf Club, and Inn on the Beach. Comments were supportive of a proactive approach and stakeholders were supportive of collaborative working. Nature and the SSSI need to be more prominent within the Ambition. Links to other Strategic work such as the Coastal Management Plan for Hayling Island and the Local Cycling and Walking Infrastructure Plan (LCWIP) for Havant Borough need to be incorporated. The same issues relating to coastal defence and transport on and off the island were raised. Stakeholders engaged were keen to remain involved and agreed to future work together.

11. Young people engagement

The pupils were invited to take part in various exercises including idea generation, completing a short survey or submitting their ideas on a map. Some pupils then discussed their comments and ideas. A total of 165 comments were received across both schools. Further information is detailed below.

Map

There was a total of 83 comments submitted on the map, these have been categorised, listed below by geographical area and in order of number of mentions.

Overall comments and priorities

- Environment- litter picks, community garden and compost, recycling centre, a space to learn about endangered animals and bird watching.
- Favourite things / what do you love? - the skate park, sand, Hayling being a hidden gem and environmentally friendly. Active travel, parks. Such as a pedestrian friendly street, walking along the seafront, dog walking and to make better use of the parks.
- An improved food and drink offer- specifically more cultural food options.
- An improved water sports offer - water sports lessons and equipment hire, pedalos, platform to jump into the sea from, a slide going into the sea and outside water flip out on the sea.
- Natural environment- litter picks, compost and community garden, using solar and hydro power, digital water quality information boards, bird watching and information centre and information on endangered animals
- Leisure and activities - live art shows, table tennis, pool tables, basketballs, skatepark and fitness centre, cinema, volleyball court, a pier, leisure centre, zipline, rock climbing, aquarium, sand pit area and better use of beach huts for painting and art competitions.
- Demographics – pupils felt that there was an older demographic on the island

West Beach

- Activities / Attractions, Natural environment habitats and wildlife – such as mini golf, a pier, bird watching
- Water sports and social activities – outdoor cinema, BBQ area, pedalos
- Beach huts – more beach huts at West Beach close to the Golf Club.

Beachlands

- Activities and attractions – indoor leisure centre with rock climbing, zipline and climbing frames, water park, aquarium, swimming pool, shopping centre, play park
- Food & Drink offer – better food options, current provisions are not enough
- Opportunities to change or improve – less golf clubs, more nature focus and opportunity to improve volleyball court to be safer.

Eastoke

- Attractions / areas of interest / community, shopping and commercial offer and parks, entertainment and exercise – a place to display local art, late night entertainment,

outdoor cinema, better youth club, indoor skatepark, basketball court, improvements to existing workout area, railway gift shop, garden centre, an eco-friendly supermarket

- Food and beverage offer- smoothie shop, frozen yoghurt and more restaurants,
- Water sports – pedalos and slides into the sea
- Overnight stays, environment and beach – camp and caravan site, use of solar panels and more sand on beaches.
- Leisure and activities – live art shows, table tennis, pool tables, basketballs, skatepark and fitness centre, cinema, volleyball court, a pier, leisure centre, zipline, rock climbing, aquarium,
- Commercial offer- Eco-friendly supermarket, railway gift shop, garden centre and shopping centre.
- Parks - making better use of parks on the island.

Additional locations

The pupils felt that there was an opportunity to consider additional locations between the three areas highlighted in the draft Ambition. This was most strongly felt by a number of pupils at the section between Beachlands and Eastoke. It was suggested that this stretch is a long part of the seafront to walk with little incentive or offering. Some suggestions for this area were a space for water sports lessons or hire, a sweet shop, a barbeque area, a good location for pool and table tennis or an opportunity to locate information of preserving sea life, an artificial reef and a no swimming zone.

Pupils also felt between West Beach and Beachlands could provide further leisure opportunities, presumably because this is close to the existing skate park. This included an indoor cinema, more food vans, restaurants and cafes, beach football using the existing volleyball court, and a ball store available.

Survey response

In addition to the above, 5 pupils completed a survey. It should be noted that the surveys have not all be completed in their entirety. Therefore, the following provides key findings from these surveys.

Frequency of visit to the seafront was very or relatively often for all. The most popular reasons for visiting are walking, jogging, dog walking, socialising, cycling, swimming, leisure, golf and visiting the beach.

It was felt by all respondents that the ambition does not meet all the needs of the community. The reason for this was that it was felt that funding promised for leisure was not spent on Hayling Island seafront. Specifically, participants wanted a 4G football pitch and young people who use the seafront should be spoken to.

When asked which were the most important draft ambition principles overall, all responded with climate issues as very important, the other 4 principles were identified as important or very important.

The potential opportunities that were scored most highly were clear brand and identity and preserving and enhancing wilderness. Activity holidays scored lowest. Other opportunities suggested included a pier and a games centre.

At West Beach, it was felt the aspirations meet or exceed needs of the local community. Preserving character and a multigenerational social area were most important. Overnight stay huts were least important. Sympathy to local characteristics and recreational and leisure facilities were highest to add to proposals at West Beach.

At Beachlands, there was a mixed response to how the draft ambition principles meets the needs of the local community. A pedestrian friendly environment, WW2 trail, COPP memorial, children's play area and food and drink outlets scored highly. This is similar to the responses seen on the map the students completed. High-quality residential apartments, overnight stay and beach huts scored lowest. Pupils felt that recreational/leisure facilities and activity/sporting opportunities would add to proposals.

At Eastoke, it was felt that aspirations exceed or meet the needs. Pedestrian friendly environment and outdoor kiosks scored highly. High quality residential apartments rank lowest. Parking, beach hut provision and beach front walk all ranked as neither important nor unimportant. Pupils felt that recreational/leisure facilities and activity/sporting opportunities would add to proposals.

Three of the five survey completed identified West Beach and the highest priority area because it is where people go, the most populated and needs activities.

Engagement with those aged 4-7 years

Pupils were asked 6 questions, and asked to draw their favourite thing, a nice memory or favourite activity on the seafront. The 6 questions asked children what they like to do at the beach and what their favourite thing to do was, what activities they like to do and who they visit the seafront with.

All of the children said they visit the seafront with their families (Parents, siblings, grandparents). Their favourite things to do at the seafront is play in the sea and sand, eat ice cream, body board, swim, eat fish and chips, build sandcastles or stone towers, find treasure (such as crystals, shells, using a metal detector). The children said their favourite activities to do were ride their bike or scooter, walk, go to the funfair, go to the skatepark, go on the train, play tennis, play in the sand and go rock pooling or crabbing. A couple of pupils asked for a swimming pool and a hot tub with no sea salt.

The teacher suggested better connections with the Hayling Billy Line and with the Beach School. The Beach School gives children the opportunity to learn about the seafront and the local environment. Car parking, an outdoor classroom or seating area and environmental bins were felt by the teach to be beneficial in supporting the programme.

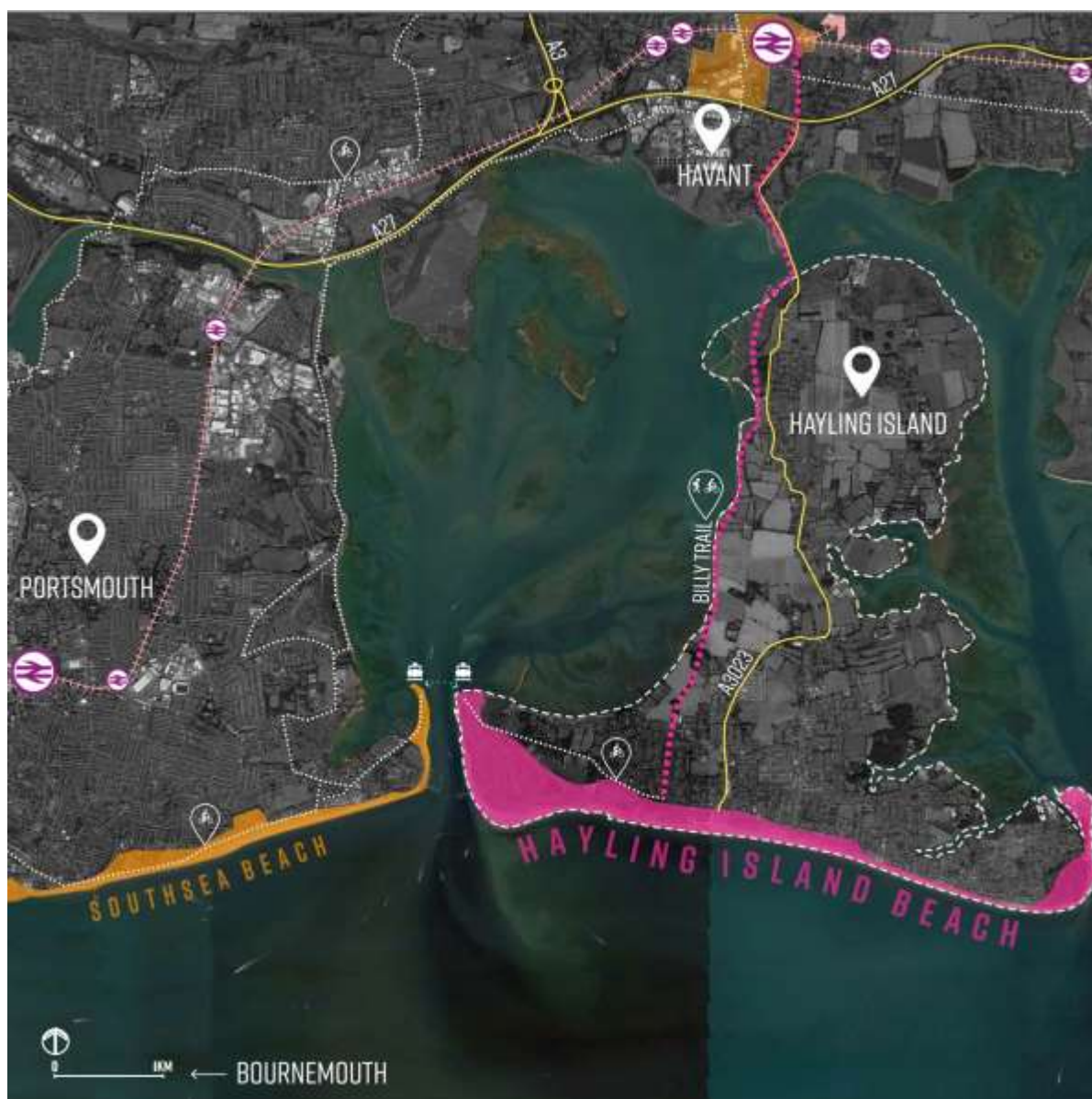
Appendix A. Draft Ambition for Hayling Island Seafront Document





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1.0 INTRO

Hayling Island has been a popular **destination** for over a century. The seafront has a heritage rich in **watersports** and it offers a high-quality **natural environment**. The local tourism sector has great potential to contribute to the local economy, attracting significant visitor spend and supporting over 4,500 jobs across the Borough. The potential growth in the staycation market provides another fantastic opportunity to support a **vibrant economy**.

However, there are some key challenges:

1. Parts of the seafront are dated and require updating and investment
2. The coastline is dynamic and vulnerable to coastal flooding and erosion, particularly during high tide and storm events.
3. The island geography can lead to congestion on the roads during peak times
4. The seasonality of the visitor offer means that the seafront is often crowded during peak times but quiet out of season
5. The poor perception of Hayling seafront.

Havant Borough Council wants to work with local residents, businesses and a range of other key stakeholders to develop and deliver **ambitious** and exciting plans to **enhance** the seafront and create an **inspiring destination**.

We want to develop a new approach to managing the seafront to drive up the quality of the resident and visitor experience. We want to explore opportunities to grow **niche markets** such as watersports and activity holidays - improve access to the beach, including enhancements to the **Billy Trail**, strengthened connections across the seafront via new and enhanced cycle and walking routes facilitated by clear wayfinding signage.

We want to encourage high quality development and the creation of new facilities, including an improved leisure offer and a stronger commercial proposition - one that is sustainable in the long term and supported by a clear brand and identity. We want to protect and enhance the precious natural environment, and create a **happy, healthy and vibrant place**.

This document builds on work undertaken by Hemingway Design (January 2019) and Mace (December 2019/20). It sets out a clear **ambition** and **strategy** for the future of the seafront, accompanied with a comprehensive **concept plan** and **roadmap to delivery**. It aims to enhance the range and quality of attractions, improve the environmental quality and urban design of the seafront and connect key attractors in ways that reflect the heritage of the island. Regeneration is focused at **West Beach, Beachlands and Eastoke**.

2.0

A SEAFRONT AMBITION

HAYLING SEAFRONT WILL BE A HAPPY, HEALTHY AND VIBRANT PLACE.

Hayling Island Seafront is a key asset for the borough and a focus for regeneration and positive place-making.

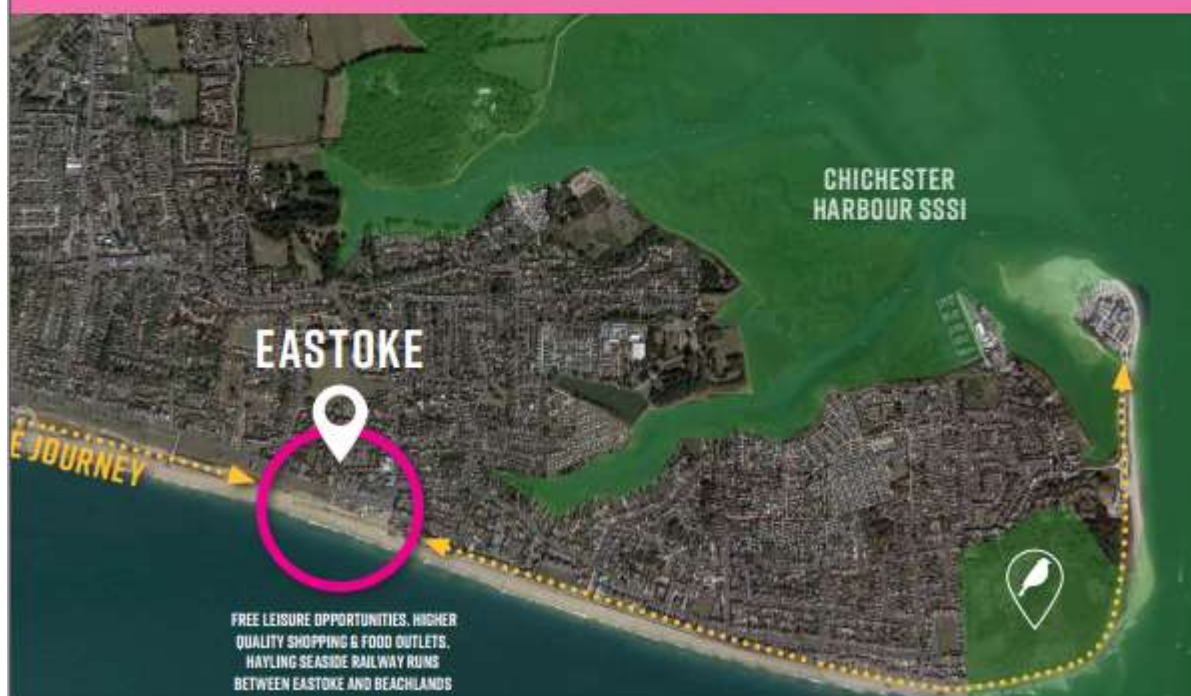
The seafront will become a focus for new investment to grow and sustain a thriving local economy that will transform the area to one that focuses on activity and experience-based tourism, which takes advantage of the natural qualities of the seafront.

The ambition for the seafront is supported by a series of **Design Principles** that are fundamental to supporting a long term strategy for the coastal destination that both enhances and preserves:

1. Create an **exciting and modern seafront** and **maritime leisure offer**, supported by a **strong brand**, which increases the quality of the visitor experience and opportunities for visitor spend.
2. Improve **sustainable access** to the beach, including enhancements to the **Blue Trail** and improved connections across the seafront via new and enhanced cycle and walking routes, facilitated by clear wayfinding signage, moving towards a **car free** future.
3. Protect the unique character of the coastal landscape and enhance the **natural environment**, supported by a high-quality **public realm**.



- 4 Any strategic approach will be responsive to climate issues, creating low carbon footprints, and will be proactive in protecting the coastline
- 5 Create opportunities to support active lifestyles, health and well-being, where residents and visitors can experience the landscape through activities, including walking, cycling, running and watersports
- 6 Create a new approach to managing the coastline to drive up the quality of the resident and visitor experience, and sustainable coastline.



3.0 TODAY



NATURAL ENVIRONMENT

- High natural value seafront environment, including Sinah Common Site of Special Scientific Interest (SSSI), an area designated as a Site of Interest for Nature Conservation (SINC) and the adjacent Solent Maritime Special Area of Conservation (SAC)
- The lowland dry acid grassland and coastal vegetated shingle beach are of biodiversity interest and value
- Blue Flag status achieved for last 27 years
- Championship Hayling Golf Course with spectacular views of the Solent, alongside the popular Hayling Island Sailing Club



POPULATION

- The population is estimated to increase to 18,565 in 2021
- Median age of residents is 52
- 29.6% of the population are over 65, with 24.7% retired
- In 2011, almost one-third of the population were in the 45-64 age group, although this group is predicted to decrease to a quarter while those aged 65 years and over are predicted to increase
- In 2011, 69% of homes were owner-occupied, 15% of Hayling households were occupied by a single resident over the age of 65 years at this time



LOCAL EMPLOYMENT

- The tourism industry supports 4589 jobs across the borough (Tourism South East 2018)
- Tourism remains a significant employer on the island, helping to encourage working age families to stay and work locally
- The proportion of unemployed on Hayling Island, was 5.3% in February 2021
- 8.4% of the local population were employed within the accommodation and food industry



TRANSPORT & ACCESS

- Two bus services connect the Island with the mainland every 15 minutes.
- Hayling Ferry service connects Hayling with Eastney Point and operates summer and winter timetables.
- The Island suffers from a fragmented public right of way network, made up mainly of short linear routes and little formal horse riding provision.
- The main recreational experience is concentrated on the south coast and Hayling Billy disused railway on the west coast.



4.0

THE FUTURE

NATIONAL TRENDS

- **Ageless Visitors:** With people increasingly delaying major milestones such as marriage and children till later in life, coupled with people living longer and more active lives, it is becoming increasingly less relevant to think about visitors in terms of their age and more in terms of their interests.
- **Solo Visitors:** Increasingly people are experiencing living on their own across any number of points in their lives. In the UK, 26% of households are single and solo travelling is one of the fastest growing categories and many travel brands are tapping into this niche. Solo adventures are positioned as enriching opportunities for self-discovery.
- **Inspiration and pre-planning:** The online world offers an endless inspiration and ideas for travel. Tourism products need to ensure they are part of consumer conversations, endorsed by social influencers and hopefully tick the boxes of key criteria to feature in algorithm results. Tourism products need to be clear on which target groups/ niches they want to address.
- **Experiences:** Future visitors will opt for trips that allow them to collect as many unique experiences

as possible for the minimum investment of time and money to get there. With limited budget and holiday time available, future visitors want to find out as much as possible about their destination before getting there. Some visitors are also looking to combine their visit with learning additional skills, self improving activities or trying new experiences.

REGIONAL & LOCAL TRENDS

- National chains within the lower to mid-market accommodation range are looking to develop new quality offers to draw in a higher price premium (higher quality accommodation/improved provision of leisure activities and facilities)
- The tourism offer on the island needs to improve the quality of the visitor experience, otherwise holiday park guests will increasingly stay within resorts, reducing the wider economic benefits to the island.
- Opportunities to address seasonality of visitor demand on the seafront lie in enhancing the visitor experience and encouraging visits outside of the school holidays from specific market segments.
- The markets offering the greatest potential for off-peak growth for Hayling Island include empty nesters (over 55s) for health and wellness, under 35s for activity/ active breaks and building an audience from local residents.
- Key challenges for tourism development include limited transport connections to the island, the availability of high speed broadband, WiFi and mobile reception, and the availability of skilled staff, with tourism perceived as a low-skilled sector.





FUTURE POTENTIAL

- Potential to develop a strongly **branded niche location for active pursuit and activity holidays**, underpinned by its heritage as the home of windsurfing
- **Walking and cycling** are the most popular activities, but there is significant interest in **watersports** too
- The **ideal activity holiday** involves at least three different active experiences, blended with a mix of other holiday activities
- Successful holidays are not just about the activity, the local scenery, accommodation, **food and drink**, and **other attractions** play an important part

- There is an opportunity to improve communication about provision and ease of access for these activities to encourage more people to participate. The presence of an **activity hub facility** on Hayling Island seafront could support tourism growth by providing information about the range of activities available, alongside local maps and guidance, and free WIFI access
- Consumers like to **pick and mix their activities** to create their own personal activity holidays, as well as combining these active experiences with other general holiday pursuits such as visiting sights, shopping and entertainment
- The **love of local** is common ground for people taking activity holidays on the English coast.





5.0

OPPORTUNITIES

An exciting opportunity exist to revitalise Hayling Island seafront, catering for the core local population, as well as attracting visitors and encouraging them to stay longer by providing a range of activities catering for all ages. **West Beach, Beachhuts** and **Esplanade** provide hubs around which to focus regeneration activities, with the **connections between** them of equal importance.

Key opportunities to address the challenges outlined on page 5 and realise the ambition for Hayling Seafront include:

- Improving the perception of the seafront through the creation of a **clear brand and identity**
- Preserving and enhancing **scenic at Williams and concentrating** **beach** and residential development in the three key activity hubs
- A sensitive and targeted approach to investment, regenerating and improving the tourism economy and encouraging further commercial investment and job creation, creating a **modern and exciting commercial offer**

- Improving **access to and across the seafront**, encouraging greater participation in healthy lifestyle activities, such as walking, cycling and watersports. This should include capitalising on the **Billy Trail** to connect the seafront to the rest of the island, as well as with Havant town centre, providing stronger links to its catchment area
- Better **connections and improved public realm** between the three activity hubs, through a looped network of foot and cycle paths, building upon the informal trails that already exist. Provision of **seating and lighting** along the seafront, with activities located along the journey between the hubs. A clear **wayfinding strategy** which identifies the three hubs of activity, their locations, the respective attractions and the routes and spaces along the Hayling Island Journey.

These opportunities should all be underpinned by a new and smarter way of managing the seafront, which addresses climate change through initiatives such as the creation of a **climate-free seafront**, advocating the use of sustainable alternatives.











Key principles have been developed for West Beach to become a focus for nature and activities:

- A quiet, open, and natural area, preserving the existing character. Interventions will be subtle and modest, bedded within the environment. Creation of a wild landscape aesthetic.
- An innovative 'Blue Park', allowing greater access to water-based activities whilst protecting the environment and building on the history of watersports on the island.
- West Beach as a hub for health and well-being, enabling people to experience the landscape through a broad range of outdoor activities, providing an alternative experience to the typical tourist offer, as well as an excellent facility for residents
- Introduction of artwork along the beachfront walk and nature walks referencing the island's history. Incorporation of art within visual screens and berms to screen areas of parking, creating a more positive interaction between beach and car park.
- A multi-generational experience where people can come together and socialise and immerse in the natural beachfront environment.

1. WATERSPORTS CENTRE, INCLUDING TEACHING & TRAINING FACILITIES FOR ALL ABILITIES
 2. LOCATION FOR STREET FOOD VENDORS, MEETING AREA & BBQ SPACE
 3. BEACHFRONT WALK
 4. NATURE ROUTE
 5. SSSI/NATURE VIEWING HUTS
 6. BEACHFRONT BEACON
 7. BEACH HUTS POSITIONED TO SCREEN CAR PARKING
 8. WATERSPORTS ACTIVITY & PARKING
 9. HAYLING SKATE PARK INTEGRATED WITHIN THE LANDSCAPE
 10. EXTENSION OF THE BILLY TRAIL TO THE BEACH
 11. EXISTING LANE CLOSED TO VEHICULAR TRAFFIC & USED AS CYCLE & PEDESTRIAN LINK
 12. BEACHLANDS GOLF COURSE
- INFORMAL FOOTPATH
 - BILLY TRAIL
 - PROPOSED BEACH HUT ARRANGEMENT
 - CHANGING/OVERNIGHT STAY HUTS/SHIPPING CONTAINERS
 - POP-UP FOOD/DRINK VENDORS
 - EXISTING BUILDING
 - MEETING/BBQ AREA
 - BEACH
 - SINAH COMMON
 - CAMPervan/GLAMPING AREA
 - PROPOSED PARKING
 - BERM/DECORATIVE SCREEN
 - FEATURE BEACON- IWM MARKER
 - BEACON
 - NATURE VIEW HUT
 - BUS STOP
 - WAYFINDING
 - BEACHFRONT ACTIVITY

ACTIVITY

West Beach offers great heritage with watersports and links to the natural coast, sympathetic development can bring a focus of watersports activity and facilities for both local residents and visitors to the beach.



PROVISION OF A DEDICATED HUB FOR WATERSPORTS ACTIVITY



WATERSPORTS ACTIVITY CENTRE, STORAGE & SHOP CREATES A HUB OF ACTIVITY



NEW BBQ & PICNIC AREAS, ALONGSIDE STREET FOOD & POP UP SPACES



POTENTIAL FOR PERMANENT STRUCTURES COULD BE DESIGNED INTO THE LANDSCAPE



SCREENING WALL BETWEEN THE CAR PARK & BEACH PROVIDING FOR INTERACTION & DELIGHT



ARTWORK INSTALLATIONS COULD BE USED TO CREATE A LINK ALONG THE BEACH

NATURE

West Beach has retained much of its natural beauty, with proposals looking to enhance this natural setting, with dedicated routes and viewing pods/huts that allow the enjoyment of the natural setting.



MODERN, YET SYMPATHETIC PODS THAT SIT DISCREETLY IN THE LANDSCAPE



USE OF PUBLIC REALM TO CREATE A SIMPLE & CLEAN TRANSITION TO THE BEACH EDGE



PROVISION FOR DOG WALKING, BOTH ALONG THE BEACH & WITHIN THE LANDSCAPE BEHIND IT



NATURAL MATERIALS CAN HELP IN SHAPING & FRAMING NEW ROUTES

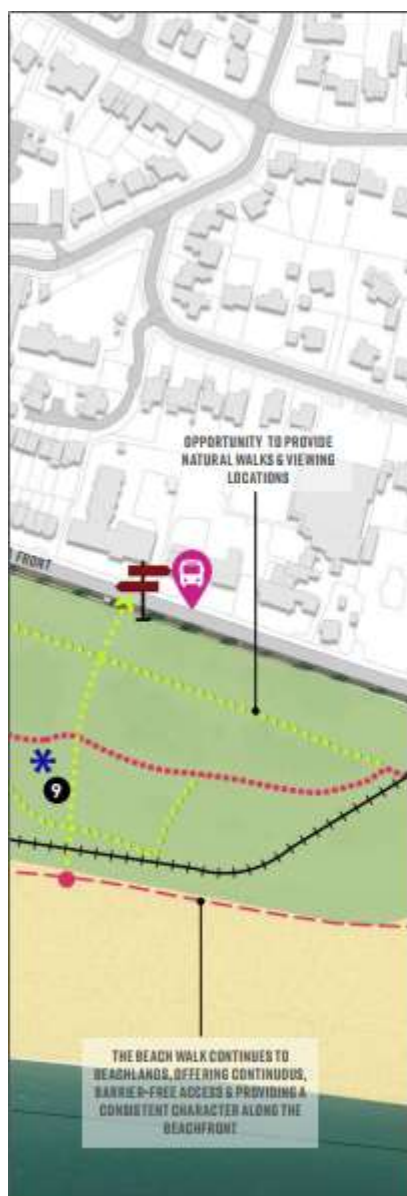


PLACES TO VIEW & INFORM THE PUBLIC OF THE HISTORY & NATURE OF THE AREA



USE OF SIGNAGE & WAYFINDING





Key principles have been developed for Beachlands that set it as a destination along the seafront:

- Creation of an arrival experience that connects Hayling Island with the beach, becoming a destination in its own right
- Provision of a new flexible public space for local markets, events, outdoor seating and views of the sea
- Extension of the public realm to the Sea Front Road creating an improved gateway to the beach. A pedestrian friendly environment connects both sides of Sea Front
- A formal section of the beachfront walk interacts with the proposed public square, with a feature promontory/accessible groyne extending to the waters edge
- Beyond the areas of activity, the beachfront walk changes character to reflect the changing environment along the beach
- Small scale and family friendly overnight or short stay opportunities overlooking the beach
- Organisation of beach huts have to maximise sea views. The position of the beach huts also acts to screen parking areas.

- | | | |
|----|---|--|
| 1 | DESTINATION SPACE FOR OUTDOOR EVENTS & SPILL OUT AREA | OVERNIGHT STAY HUTS/SHIPPING CONTAINERS |
| 2 | MIXED-USE BUILDINGS WITH GROUND FLOOR FOOD & DRINK UNITS, WHICH SPILL OUT ONTO THE SQUARE | EXISTING BUILDING |
| 3 | FEATURE PROMONTORY/ACCESSIBLE GROUYNE | PROPOSED RESIDENTIAL BUILDING |
| 4 | RESIDENTIAL APARTMENTS WITH VIEWS OF THE COASTLINE | PROPOSED MIXED USE BUILDING |
| 5 | BUS DROP-OFF / BUS STATION | PUBLIC REALM |
| 6 | VISITOR CENTRE WITH RESIDENTIAL ABOVE | BEACH |
| 7 | BEACHFRONT WALK | SINAH COMMON |
| 8 | BEACH HUT FRONTAGE | PROPOSED PARKING |
| 9 | SINAH COMMON SSSI | BERM/DECORATIVE SCREEN TO SCREEN PARKING |
| 10 | OVERNIGHT STAY / CHANGING ROOM | FEATURE BEACON - IWM MARKER |
| 11 | GATEWAY GREEN SPACE | BEACON |
| | | NATURE VIEW HUT |
| | | BUS STOP |
| | | HAYLING SEASIDE RAILWAY STATION |
| | | WAYFINDING |
| | | BEACHFRONT ACTIVITY |
| | | PROPOSED TREE |
| | BEACH FRONT WALK - FORMAL | |
| | BEACH FRONT WALK - INFORMAL | |
| | FOOT/CYCLE LINK ALONG EXISTING LANE | |
| | INFORMAL FOOTPATH | |
| | EXISTING RAILWAY LINE | |
| | PROPOSED BEACH HUT ARRANGEMENT | |

COMMUNITY

Beachlands can become a key destination for both the community and visitors, creating a public space that links Hayling Sea Front to the beach and provides the opportunity for outdoor events, gallery space and rentable spaces or overnight stay.



NEW GROUND FLOOR EATING AND DRINKING. THE OUTDOOR EVENT SPACE CAN ACCOMMODATE MARKETS & OTHER EVENTS



A UNIFIED WALK ALONG THE BEACH, CHANGING CHARACTER ALONG ITS LENGTH TO REFLECT ITS SURROUNDINGS



SEAFRONT BEACONS CREATE UNIQUE 'LIGHTHOUSES' ALONG THE BEACH, CONNECTING THE HUBS & JOURNEY SPACES TOGETHER



COASTAL DEFENCES CAN ALSO BE USED AS EXTENSIONS TO PUBLIC REALM



A NEW AREA OF PUBLIC SPACE TO CONNECT & GUIDE PEOPLE TO THE BEACH



INTEGRATING THE WORLD WAR II TRAIL & COPP MEMORIAL AS PART OF WIDER WALKING ROUTES

LIVING

Longer term aspirations could involve bringing new homes to the area to create high quality living opportunities consisting of new modern homes for families. Natural materials could help reflect the coastal location. New homes will have to be designed to consider the flood risk of the coastline.







Key principles have been developed for Eastoke that set it as a destination for both leisure and events, building on the previous public realm improvements and existing events:

- Extending the public realm to provide a greater space for outdoor entertainment and events, creating new public outdoor seating and space, and creating a more pedestrian-friendly environment and reducing the presence of cars
- Provision of outdoor kiosks create the opportunity a variety in modern food, drink and retail offering,
- creating a vibrant and lively place
- Provision of a new beach bar or restaurant to help to create a modern relaxed beach environment that spills into the events space and onto the beach
- Incorporation of toilet facilities as part of a new tourist and visitor centre, which creates a new frontage to Sea Front Road and the events space
- New high quality residential creates a new corner frontage to Sea Front Road and Rails Lane.

- 1 OPPORTUNITY TO EXTEND PUBLIC REALM ACROSS SEA FRONT ROAD, CREATING A PEDESTRIAN FRIENDLY ARRIVAL TO EASTOKE
 - 2 NEW VISITOR INFORMATION CENTRE PROVIDES FRONTAGE TO SEA FRONT ROAD & A WELCOMING ARRIVAL
 - 3 EXTENDED EVENT SPACE, SCREENED FROM VEHICULAR TRAFFIC & EMBRACING ITS RELATIONSHIP WITH THE BEACH
 - 4 OUTDOOR GYM EQUIPMENT DESIGNED INTO THE PUBLIC REALM, WITH AN EXTENSION OF FITNESS TRAIL DESIGNED INTO THE BEACHFRONT WALK
 - 5 HAYLING SEASIDE RAILWAY EXTENSION, IMPROVING RELATIONSHIP TO PUBLIC REALM, USES MAY INCLUDE A CAFE OR WAITING AREA
 - 6 FLEXIBLE EVENT/LEISURE SPACE
 - 7 HIGH QUALITY RESIDENTIAL
 - 8 CONCENTRATION & RATIONALISED OF CAR PARKING CLOSER TO EASTOKE
 - 9 RESTORED PARKLAND FOR USE AS A KITE PARK
 - 10 OUTDOOR KIOSKS AND BEACH BAR/ RESTAURANT FRAMING THE EVENTS SPACE
- BEACH FRONT WALK - FORMAL
 BEACH FRONT WALK - INFORMAL
 FOOT/CYCLE LINK ALONG EXISTING LANE
 INFORMAL FOOTPATH

- EXISTING RAILWAY LINE
- PROPOSED BEACH HUT ARRANGEMENT
- OVERNIGHT STAY HUTS/SHIPPING CONTAINERS
- EXISTING BUILDING
- PROPOSED RESIDENTIAL BUILDING
- PROPOSED MIXED USE BUILDING
- VISITOR INFO/TOILET FACILITY
- PUBLIC REALM
- BEACH
- SINAH COMMON
- PROPOSED PARKING
- BERM/DECORATIVE SCREEN TO SCREEN PARKING
- FEATURE BEACON - IKM MARKER
- BEACON
- NATURE VIEW HUT
- COAST GUARD
- BUS STOP
- HAYLING SEASIDE RAILWAY STATION
- WAYFINDING
- BEACHFRONT ACTIVITY

LEISURE

Eastoke is well-located for access to all the holiday accommodation on the island, and has the potential to offer a family-friendly environment during the day and night.



INFORMAL BAR & DINING WITHIN A NEW PUBLIC SPACE



OUTDOOR SEATING THAT SPILLS ONTO THE BEACH EDGE
CREATING A VIBRANT DAY & NIGHT LIFE LOCATION



PEDESTRIAN FRIENDLY STREETS CREATING A UNIQUE
SENSE OF IDENTITY



KIOSKS & VANS OFFER FLEXIBLE SPACES TO SELL GOOD
QUALITY FOOD & GOODS



RESHAPED PUBLIC SPACE PROVIDING THE OPPORTUNITY TO
HOST LARGER OUTDOOR EVENTS, FESTIVALS AND OPEN AIR
CINEMAS



THE BEACHFRONT WALK EXTENDS TO EASTOKE,
INTEGRATING AREAS OF SEATING, REST & FITNESS ALONG
ITS LENGTH

EXPERIENCE

West Beach brings the opportunity for living, visiting, leisure, relaxing or keeping fit. The site offers great potential and variety in its location and as part of the wider beach journey.



BEACH BAR SEATING CAN EXTEND OUT ONTO THE BEACH



SYMPATHETIC ARCHITECTURE CAN TIE TOGETHER MULTIPLE COMMUNITY USES



POP-UP FOOD VANS OFFER VARIETY & THE CHANCE FOR LOCAL RESTAURANTS TO CAPTURE TOURIST TRADE



FLEXIBLE SPACES ALLOW FOR A VARIETY OF SEASONAL EVENTS



CHILDREN'S PLAY REFERENCES THE CHARACTER & MATERIALS OF THE COASTLINE



HIGH QUALITY LIVING FRAMING THE CORNER OF THE SEAFRONT, WITH VIEWS OVERLOOKING THE BEACH

8.0

NEXT STEPS

- ENGAGE WITH RESIDENTS & BUSINESSES
- PREPARE AN ILLUSTRATIVE MASTERPLAN
- CREATE A CLEAR & STRONG BRAND/IDENTITY TO TELL THE STORY OF HAYLING SEAFRONT
- TRIAL POP UPS AT WEST BEACH & TEST NEW IDEAS ALONG THE SEAFRONT
- DEVELOP COMMERCIAL OFFER & UNDERTAKE SOFT MARKET TESTING
- PREPARE FUNDING & IMPLEMENTATION PLAN
- ▼ MAKE THE CHANGE!





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FOR HAVANT BOROUGH COUNCIL
APRIL 2021

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Appendix B. Draft ambition for Hayling Island seafront branding



Appendix C. Media / Press Programme

Below provides all Council communications sent in relation to the programme.

Date	Communication type	Details	Target Audience
September - ongoing	Replying to emails	Announcing launch of website and engagement programme and encouraging submitting comments through survey/mapping tool	
20/10/2021	Launch website	With engagement tool and survey and event dates	ALL
26/10/2021	Press release	Announcing launch of website and engagement programme	ALL
26/10/2021	Social Media post	Announcing launch of website and engagement programme	ALL
26/10/2021	Gov Direct bulletin	Announcing launch of website and engagement programme	ALL
29/10/2021	Email to key stakeholders	Announcing launch of website and engagement programme	Key Stakeholders
30/10/2021	Email to all (250) Hayling Island businesses	Announcing launch of website and engagement programme	Businesses
01/11/2021	Hayling Herald newspaper article	Announcing launch of website and engagement programme Fabrik designed material for 4 pages pull out	ALL
02/11/2021	Posters	Sent to all stakeholders	ALL
02/11/2021	Posters	Sent to Hayling library, Havant library, Hayling Island Community Centre	ALL
02/11/2021	News - Hampshire Live	Announcing engagement programme	ALL
03/11/2021	News - Portsmouth Newspaper article	Announcing engagement programme	ALL
06/11/2021	News - Portsmouth News	Announcing engagement programme	ALL
10/11/2021	Social Media	Reminder of upcoming events	ALL

11/11/2021	News - Radio Solent Breakfast show	Announcing engagement programme and the events.	ALL
11/11/2021	Posters	Posters went up at and businesses cards handed to Beachlands Information Centre and Hayling Community Centre	ALL
11/11/2021	Social media	Launch of event 1	ALL
16/11/2021	Social media	Reminder of event 2	ALL
18/11/2021	Press release	Last chance to participate in engagement (pre-extension)	ALL
19/11/2021	Social media	Final comments for engagement events (pre-extension)	ALL
22/11/2021	News - South Today	Have your say through engagement programme.	ALL
23/11/2021	Press release	Extension of engagement	ALL
23/11/2021	Social media	Extension of engagement	ALL
26/11/2021	Social media	Final comments for extension	ALL

Figure 34 – Breakdown of Council media and communications for the programme

Appendix D. Website and social media statistics

Statistics from social media promotion.

Channel	No. of posts	Reach	Engagement (likes, shares, link clicks etc.)
Facebook	12	23,909	2,051
Twitter	11	4,702	148
Instagram	6	757	-
Next door	2	3,236	-
Gov Delivery	7	8,874	-

Figure 35 – Statistics from social media promotion

Statistics on website traffic.

Webpage	Page views	Unique page views	Average time on page
https://www.havant.gov.uk/ambition-hayling-island-seafront	1,032	805	5.36 minutes
Webform to submit comments on online mapping tool	185	135	3.22 minutes
Have With Havant ambition page - https://www.havewithhavant.co.uk/ambition/	1,420	878	1.26 minutes

Figure 36 – Statistics on website traffic

Gov Delivery statistics.

Maximum of 8,874 each post and a total of 55,658 across all 7 posts.

Appendix E. Press release material

Help shape the future of Hayling seafront

Wednesday, 27 October, 2021

As part of its ambitious regeneration programme, Havant Borough Council is asking for views on the future of Hayling Island seafront and the future direction it should take.

Following on from earlier work undertaken by consultants Hemingway Design and Mace, a draft ambition for Hayling seafront has been developed, based on previous engagement, outlining the opportunities available and possible direction for the future.

Residents and businesses who would like to get involved can do so by:

- joining us at our exhibition days at Hayling Island Community Centre (Room 2) on Station Road on Thursday 11 November 2021 between 2pm and 5:30pm or on Saturday 13 November 2021 between 10am and 1pm
- [going online and submitting their views and comments via the online survey and mapping tool](#)
- dropping their written comments off at Beachlands Information Centre, 7 Sea Front Hayling Island, PO11 0AG or Public Service Plaza, Civic Centre Road, Havant, PO9 2AX.

All comments must be received by Sunday 21 November.

Councillor Clare Satchwell, Cabinet Lead for Planning, Hayling Seafront Strategy and Coastal Management said: "We are delighted to be progressing work that will help shape the future of Hayling Seafront."

"We value the feedback of residents, businesses and visitors, and look forward to their thoughts and opinions on how to create the very best opportunities for the island. It is important that people note that this is not a fixed plan but a series of ideas that will help shape the future of Hayling seafront"

The [ambition document for Hayling seafront is available to read](#). Further queries regarding the document can be emailed to: regeneration@havant.gov.uk

If you would like more information as we progress with the regeneration programme, [sign up to bulletins selecting 'The future of](#)



Havant
BOROUGH COUNCIL



Communications Office: Havant Borough Council,
Public Service Plaza, Havant, Hants, PO9 2AX

News Release

Extension to 'draft ambition for Hayling Island seafront' engagement

Havant Borough Council's public engagement on the draft ambition for Hayling Island seafront is to be extended until Sunday 28 November 2021 to allow for more comments.

Following recent exhibition days and feedback received online, that more people want to share their thoughts and opinions on how to create the very best opportunities for the seafront, the decision has been made to extend the deadline by one week.

The draft ambition document for Hayling Island seafront has been developed, based on previous engagement, outlining the opportunities available and possible direction for the future.

Councillor Clare Satchwell, Cabinet Lead for Planning, Hayling Seafront Strategy and Coastal Management said: "We are keen to hear as wide a range of views as possible and I am delighted to be able to extend the consultation to allow further engagement with those people who have an interest in the future of Hayling seafront."

"Responses to this consultation will inform the development of the seafront

Appendix F. Online Questionnaire



Ambition for Hayling Island Seafront

The seafront on Hayling Island is one of the borough's key assets, both for the enjoyment of our residents and as an attraction for tourists to visit. As part of the Council's regeneration and positive place-making strategies, the document 'An Ambition for Hayling Island Seafront' details our aspirations for an enhanced, modern and sustainable seafront to be proud of.

We thank everyone who has previously engaged with us, and we wish to continue engaging and building on your feedback. We are keen to hear your views on the aspirations, themes and concepts detailed within the above document. Your feedback will inform an illustrative masterplan for the seafront, and this will again be shared with all stakeholders for their views prior to a decision being made.

'An Ambition for Hayling Island Seafront' can be found at www.havant.gov.uk/ambition-hayling-island-seafront and the sections of the following survey will reference specific pages of this document.

The information you provide will not be used in a manner which would identify you. You do not have to participate and even if you do, you do not have to answer any questions you would rather not.

This data will not be used for any other purpose and will be held in accordance with GDPR and the Data Protection Act. You can see a copy of our privacy policy here: www.havant.gov.uk/privacy-policy

This survey will close on 21 November



Scan to complete survey on line.

About You

We are interested in the views of a wide range of people and organisations. Therefore, to help us analyse the results of this survey, we would appreciate it if you could tell us a bit more about yourself. This data will only be used in relation to this survey.

Q1 Which of the following age bands do you fall into?

- | | |
|----------------------------------|--|
| <input type="checkbox"/> 16 - 24 | <input type="checkbox"/> 55 - 64 |
| <input type="checkbox"/> 25 - 34 | <input type="checkbox"/> 65 + |
| <input type="checkbox"/> 35 - 44 | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> 45 - 54 | |

Q2 Are you completing this questionnaire mainly as a...?

- | | |
|---|--|
| <input type="checkbox"/> Hayling Island Resident | <input type="checkbox"/> Local business owner / representative |
| <input type="checkbox"/> Havant Borough Resident (not living on Hayling Island) | <input type="checkbox"/> Representative of an organisation / stakeholder |
| <input type="checkbox"/> Worker on Hayling Island | <input type="checkbox"/> Representative of a campaign group |
| <input type="checkbox"/> Regular visitor to Hayling Island | <input type="checkbox"/> Other (please specify) |

If other, please specify

Q3 Where are you visiting Hayling Island from...?

- | | |
|---|---|
| <input type="checkbox"/> Within Hampshire | <input type="checkbox"/> Within England |
| <input type="checkbox"/> Within the South East of England | <input type="checkbox"/> Outside of England |

Q3a What is the name of the business you own / represent? We are asking for this information in order to look at the views of different groups. This information will only be used to analyse responses to this engagement.

Q3b What is the name of the organisation / stakeholder / campaign group you represent? We are asking for this information in order to look at the views of different groups. This information will only be used to analyse responses to this engagement.

Q4 In a typical year, how often do you visit Hayling Island seafront?

- ☐ Very often - at least once a week
- ☐ Often - at least twice a month
- ☐ Relatively often - at least once a month
- ☐ Not very often - at least once every 3 months
- ☐ Not often at all - at least once a year
- ☐ Never

Q5 What are your main reasons for visiting the seafront area? Please select all that apply

- | | |
|---|---|
| <input type="checkbox"/> Walking or dog walking | <input type="checkbox"/> Work |
| <input type="checkbox"/> Jogging or running | <input type="checkbox"/> Leisure (e.g. funfair, arcade or railway) |
| <input type="checkbox"/> Socialising | <input type="checkbox"/> Enjoying the natural environment or outdoors (such as the views and relaxing outdoors) |
| <input type="checkbox"/> Cycling | <input type="checkbox"/> Golf |
| <input type="checkbox"/> Motorcycling | <input type="checkbox"/> Food and/or drink |
| <input type="checkbox"/> Sailing | <input type="checkbox"/> Visiting the beach |
| <input type="checkbox"/> Swimming | <input type="checkbox"/> Horse riding |
| <input type="checkbox"/> Water sports | <input type="checkbox"/> Other (please specify) |

If other, please specify below

A Seafront Ambition

These questions will cover the overarching aspirations and themes for the Hayling Island Seafront - these are detailed at Section 2.0 (pages 6 and 7) of the ambition document.

The ambition document can be viewed at www.havant.gov.uk/ambition-hayling-island-seafront.

Q6 How well do you feel the ambitions for Hayling Island seafront meets the needs of the local community?

- ☐ It exceeds the needs of the community
☐ It meets the needs of the community
☐ It does not meet all of the needs of the community
☐ It does not meet any of the needs of the community

Q6a Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs?

Q7 How important are each of the ambition principles to you?

	Very important	Important	Neither important nor unimportant	Not very important	Not important at all
Creating an exciting and modern seafront and marine leisure offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving sustainable access to the beach, enhance walking/cycling routes and move towards a car free future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protecting the unique character of the coastal landscape and enhance the natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responding to climate issues, creating low carbon footprints and proactive in protecting the coastline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating opportunities to support active lifestyles, health and well-being for residents and visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivering a new approach to managing the seafront to drive up resident and visitor experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8 The ambition document also highlights a number of areas of future potential and opportunities for Hayling Island seafront - these can be found on pages 10 to 13.

How important are these future potential and opportunities to you?

	Very important	Important	Neither important nor unimportant	Not very important	Not important at all
Creating a clear brand and identity for the seafront area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserving and enhancing areas of wilderness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging further commercial investment and job creation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving access to and across the seafront	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing a niche location for active pursuit and activity holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing an activity hub facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offering food, drink and other attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are there any other future potential or opportunities for Hayling Island seafront that you would like to add?
If so, please do so here

West Beach: A Focus for Nature & Activities

These questions will cover the key principles and concepts for the West Beach Area - these are detailed on pages 16 to 19 of the ambition document.

Some of the land in the West Beach area is an environmental designated site and is therefore protected for certain species of bird.

The ambition document can be viewed at www.havant.gov.uk/ambition-hayling-island-seafront.

Q9 How well do you feel that the aspirations for the West Beach meets the needs of the local community?

- ☐ It exceeds the needs of the community
- ☐ It meets the needs of the community
- ☐ It does not meet all of the needs of the community
- ☐ It does not meet any of the needs of the community

Q9a Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs?

Q10 How important are each of the ambition principles for the West Beach area to you?

	Very important	Important	Neither important nor unimportant	Not very important	Not important at all
Preservation of existing character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
'Blue Park' hub for water-based activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The area as a hub for health and wellbeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Screening wall between car park and beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artwork along the beachfront walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature walks referencing the island's history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi-generational social area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of signage and wayfinding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street food vendors and BBQ space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach hut provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extension of the Billy Trial to the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campervan / glamping area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overnight stay huts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Views off/from the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to bus routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 What, if anything, do you feel would add further value to the aspirations for the West Beach area? Please select all that apply

- | | |
|---|--|
| <input type="checkbox"/> Sympathy to local characteristics | <input type="checkbox"/> Activity / sporting opportunities |
| <input type="checkbox"/> Access to the area (including consideration of roads and public transport) | <input type="checkbox"/> Sympathy to local natural environment |
| <input type="checkbox"/> Recreational / Leisure facilities | <input type="checkbox"/> Provision of food and drink |
| <input type="checkbox"/> Employment opportunities | <input type="checkbox"/> Suitable disabled access to the area |
| <input type="checkbox"/> Housing opportunities | <input type="checkbox"/> Nothing |
| <input type="checkbox"/> Tourism opportunities | <input type="checkbox"/> Other |

If other, please specify below

Beachlands: A Place for Living & The Community

These questions will cover the key principles and concepts for the Beachlands Area - these are detailed on pages 20 to 23 of the ambition document.

The Beachlands includes environmentally designated land, privately owned space (such as the theme park area) and is in close proximity to the miniature railway.

The ambition document can be viewed at www.havant.gov.uk/ambition-hayling-island-seafront.

Q12 How well do you feel that the aspirations for Beachlands meets the needs of the local community?

- ☐ It exceeds the needs of the community
- ☐ It meets the needs of the community
- ☐ It does not meet all of the needs of the community
- ☐ It does not meet any of the needs of the community

Q12a Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs?

Q13 How important are each of the ambition principles for Beachlands to you?

	Very important	Important	Neither important nor unimportant	Not very important	Not important at all
New flexible public space for local markets, events, outdoor seating and views of the sea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's play areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved gateway to the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian friendly environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overnight or short-stay options overlooking the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach hut provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food and drink outlets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High quality residential apartments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to bus routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Barrier free access to the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach front walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seafront beacon structures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
World War II trail and COPP Memorial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relocation of parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural walks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 What, if anything, do you feel would add further value to the aspirations for the Beachlands area? Please select all that apply

- | | |
|---|--|
| <input type="checkbox"/> Sympathy to local characteristics | <input type="checkbox"/> Activity / sporting opportunities |
| <input type="checkbox"/> Access to the area (including consideration of roads and public transport) | <input type="checkbox"/> Sympathy to local natural environment |
| <input type="checkbox"/> Recreational / Leisure facilities | <input type="checkbox"/> Provision of food and drink |
| <input type="checkbox"/> Employment opportunities | <input type="checkbox"/> Suitable disabled access to the area |
| <input type="checkbox"/> Housing opportunities | <input type="checkbox"/> Nothing |
| <input type="checkbox"/> Tourism opportunities | <input type="checkbox"/> Other |

If other, please specify below

Eastoke: A Leisure & Events Offer

These questions will cover the key principles and concepts for the Eastoke Area - these are detailed on pages 24 to 27 of the ambition document.

Eastoke includes some environmentally designated spaces, and a key feature of this area is the railway line.

The ambition document can be viewed at www.havant.gov.uk/ambition-hayling-island-seafront.

Q15 How well do you feel that the aspirations for Eastoke meets the needs of the local community?

- ☐ It exceeds the needs of the community
- ☐ It meets the needs of the community
- ☐ It does not meet all of the needs of the community
- ☐ It does not meet any of the needs of the community

Q15a Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs?

Q16 How important are each of the ambition principles for Eastoke to you?

	Very important	Important	Neither important nor unimportant	Not very important	Not important at all
Space for outdoor entertainment and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor seating area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian friendly environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor kiosks providing food, drink and retail offering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach bar / restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New tourist and visitor centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High quality residential apartments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor gym equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rationalised car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restored Parkland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach front walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach hut provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overnight stay huts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to bus routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sympathetic architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's play areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q17 What, if anything, do you feel would add further value to the aspirations for the Eastoke area?

- ☐ Sympathy to local characteristics
- ☐ Access to the area (including consideration of roads and public transport)
- ☐ Recreational / Leisure facilities
- ☐ Employment opportunities
- ☐ Housing opportunities
- ☐ Tourism opportunities
- ☐ Activity / sporting opportunities
- ☐ Sympathy to local natural environment
- ☐ Provision of food and drink
- ☐ Suitable disabled access to the area
- ☐ Nothing
- ☐ Other

If other, please specify below

Q18 Of the three areas as outlined in the ambition document (West Beach, Beachlands and Eastoke), which is the most important to you and why?

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> West Beach | <input type="checkbox"/> Eastoke |
| <input type="checkbox"/> Beachlands | <input type="checkbox"/> No preference |

Why is the West Beach area the most important to you?

Why is the Beachlands area the most important to you?

Why is the Eastoke area the most important to you?

Why do you have no clear preference for any of these areas on the seafront?

Q19 How did you hear about the Ambition for Hayling Island Seafront? Please select all that apply.

- ☐ Havant Borough Council website (<https://www.havant.gov.uk/>)
- ☐ Have with Havant website (<https://www.havewithhavant.co.uk/>)
- ☐ Havant Borough Council Facebook
- ☐ Havant Borough Council Nextdoor
- ☐ Havant Borough Council Twitter
- ☐ Other Havant Borough Council social media
- ☐ Friends/family/neighbours
- ☐ My local councillor
- ☐ Local press coverage
- ☐ Local community group
- ☐ Local business group
- ☐ Local residents' group
- ☐ Don't know
- ☐ Other

If other, please specify below

Thank you for your feedback. If you would like to be kept aware of future communications relating to this project, please provide your contact details below. This data will not be used for any other purpose and will be held in accordance with GDPR and the Data Protection Act. You can see a copy of our privacy policy here: www.havant.gov.uk/privacy-policy

Name

Email Address

If you have any queries regarding the 'An Ambition for Hayling Island Seafront' Document, please contact the team at email: Regeneration@havant.gov.uk

Thank you for your time.

Appendix G. Breakdown of Online Survey Respondents

In total, 266 responses were received for this survey. The following charts provide a breakdown of those who responded to the survey:

Age Breakdown of Respondents

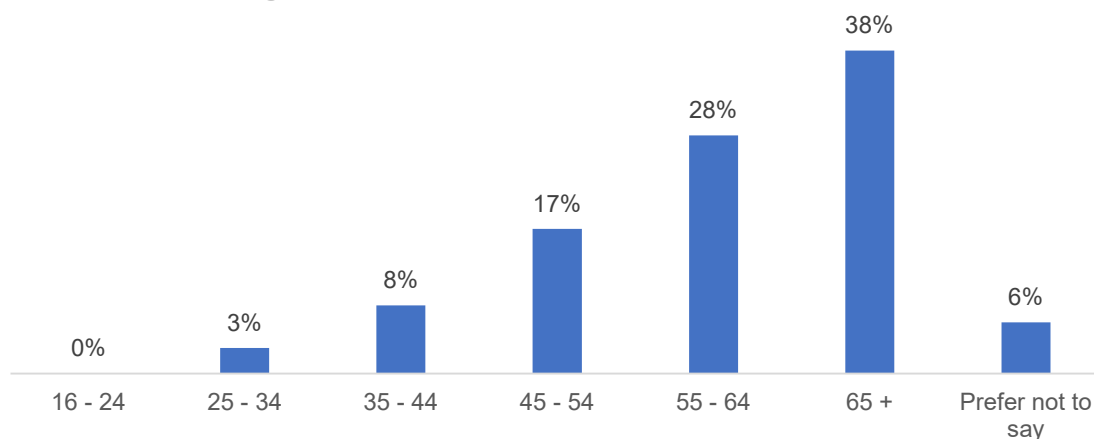


Figure 37 – Responses to Q1 – Which of the following age bands do you fall into?

SAMPLE SIZE: 264

Breakdown of Respondent Type

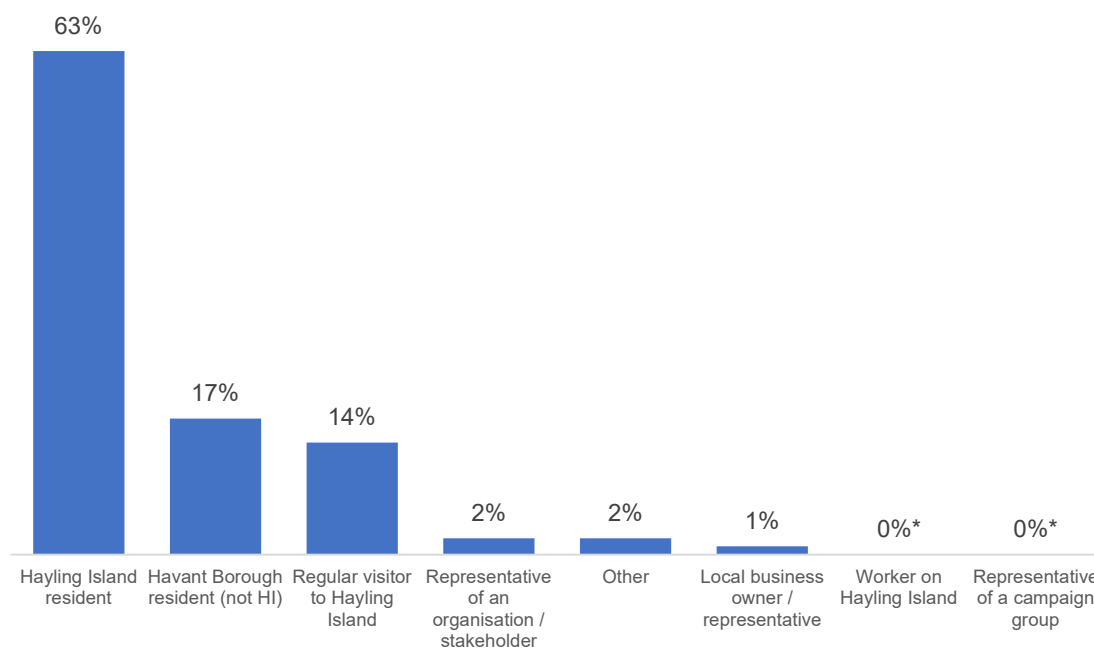


Figure 38 – Responses to Q2 – Are you completing this questionnaire mainly as a ...?

SAMPLE SIZE: 264

*Please note response are greater than 0 but less than 1%

Origin of Hayling visitors

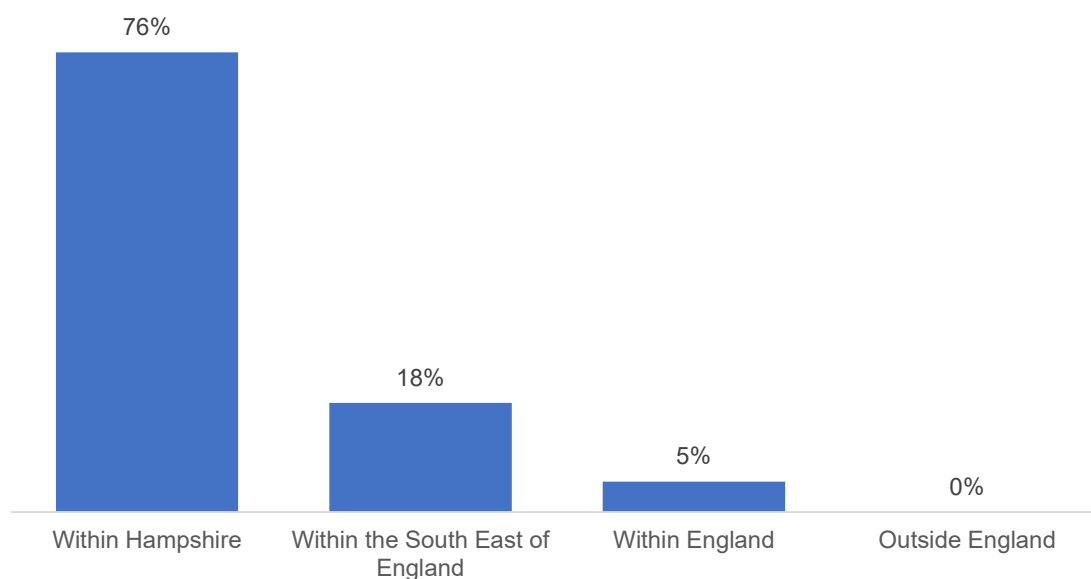


Figure 39 – Responses to Q3 – Where are visiting Hayling Island from ...? – note that this question was only asked of respondents who indicated that they were a 'regular visitor to Hayling Island' in response to Q2

SAMPLE SIZE: 38

Typical number of visits to Hayling Island

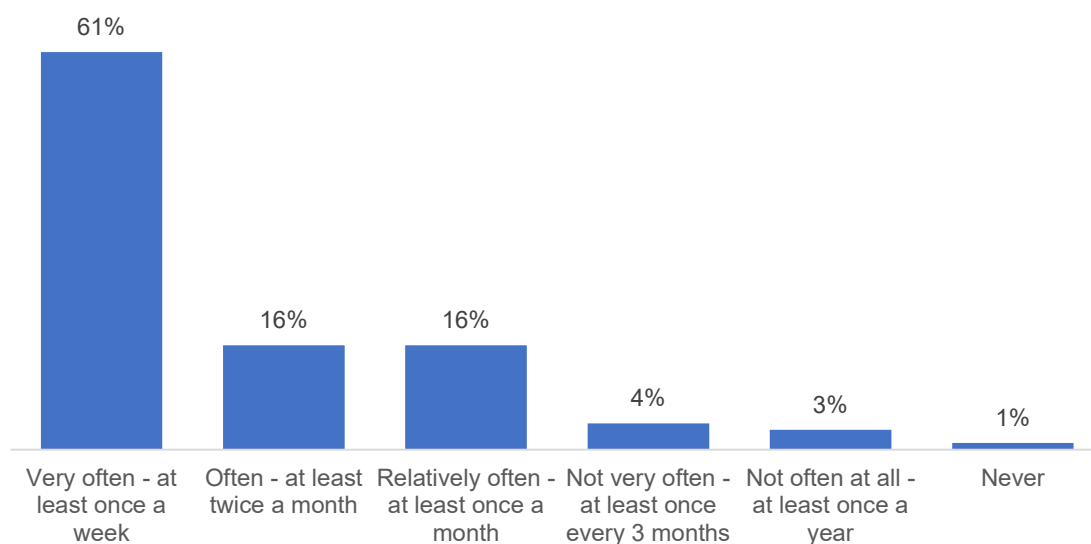


Figure 40 – Responses to Q4 – In a typical year, how often do you visit Hayling Island seafront?

SAMPLE SIZE: 261

Main reasons for visiting Hayling Island seafront

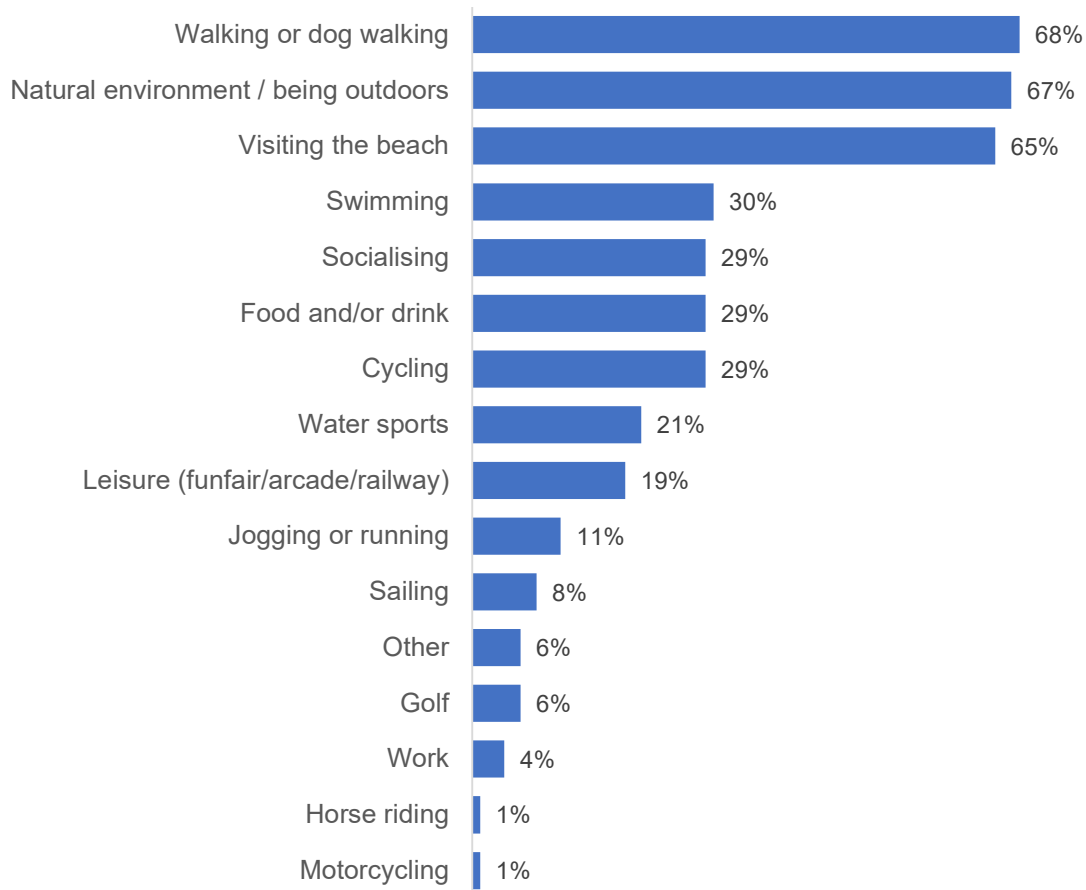


Figure 41 – Responses to Q5 – What are your main reasons for visiting the seafront area?

SAMPLE SIZE: 263

Appendix H – Sub-group analysis of online survey responses

Differences by sub-group for those who agree the ambition principles meet or exceed the needs of the local community:

		Ambition principles meet or exceed the needs of the local community			
		Overarching aspirations (%)	West Beach (%)	Beachlands (%)	Eastoke (%)
<i>Base</i>		257	241	246	229
<i>Average</i>		40	51	54	59
Age	16-44	58*	70*	73*	71*
	45-54	42*	63*	67*	64*
	55-64	35	49	46	61
	65+	36	43	48	52
Respondent type	Hayling Island resident	34	45	46	51
	Havant Borough resident (not on HI)	44*	61*	65*	73*
	Regular visitor to HI	54*	71*	72*	74*
Frequency of visits to HI seafront	Very often – at least once a week	32	40	42	47
	Often – at least once or twice a month	51	65	65	73
	Not often – at least once every 3 months, at least once a year or never	45*	76*	89*	82*
Usage (only top activities with a base size higher than 50 have been included)	Walking / dog walking	41	47	50	51
	Enjoying natural environment	37	46	49	51
	Visiting the beach	39	49	51	51
	Swimming	44	53	50	53
	Socialising	42	48	47	52
	Food / drink	43	53	58	54
	Cycling	41	47	47	46
	Water sports	49	60	60	58

	Leisure	52	56	56	50
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Figure 42 – Responses to Q6 – How well do you feel the ambitions for Hayling Island seafront meets the needs of the local community? / Q9 – How well do you feel the ambitions for the West Beach area meets the needs of the local community? / Q12 – How well do you feel the ambitions for Beachlands meets the needs of the local community? / Q15 – How well do you feel the ambitions for Eastoke meets the needs of the local community? – note that these results have been broken down by demographic questions asked for in the online survey

SAMPLE SIZE: For sample sizes of demographic questions, please refer to Appendix G

*indicates base lower than 50 as such these results have not been significance tested.

Highlights in grey indicate statistically significant difference from the average.

Differences by sub-group for those who feel the ambition principles do meet some or any of the needs of the local community:

		Ambition principles do not meet some or all of the needs of the local community			
		Overarching aspirations (%)	West Beach (%)	Beachlands (%)	Eastoke (%)
Base		257	241	246	229
Average		61	49	46	42
Age	16-44	42*	30*	27*	29*
	45-54	58*	37*	33*	36*
	55-64	65	51	54	39
	65+	64	57	52	48
Respondent type	Hayling Island resident	66	55	54	49
	Havant Borough resident (not on HI)	56*	39*	35*	27*
	Regular visitor to HI	46*	29*	28*	26*
Frequency of visits to HI seafront	Very often – at least once a week	68	60	58	53
	Often – at least once or twice a month	49	35	35	27
	Not often – at least once every 3 months, at least once a year or never	55*	24*	11*	18*
Usage (only top activities with a base size higher than 50 have been included)	Walking / dog walking	56	45	44	35
	Enjoying natural environment	59	43	43	34
	Visiting the beach	57	42	41	34
	Swimming	53	41	44	35
	Socialising	57	44	48	40
	Food / drink	55	42	37	34
	Cycling	53	43	43	38
	Water sports	47	33	31	24
Leisure		46	36	38	38

Figure 43 – Responses to Q6 – How well do you feel the ambitions for Hayling Island seafront meets the needs of the local community? / Q9 – How well do you feel the ambitions for the West Beach area meets the needs of

the local community? / Q12 – How well do you feel the ambitions for Beachlands meets the needs of the local community? / Q15 – How well do you feel the ambitions for Eastoke meets the needs of the local community? – note that these results have been broken down by demographic questions asked for in the online survey

SAMPLE SIZE: For sample sizes of demographic questions, please refer to Appendix G

*indicates base lower than 50 as such these results have not been significance tested.

Highlights in grey indicate statistically significant difference from the average.

		Importance of overall ambition principles					
		Protecting the unique character (%)	Responding to climate issues (%)	Creating opportunities to support active lifestyles (%)	Improving sustainable access to the beach (%)	Delivering a new approach (%)	Creating an exciting and modern seafront (%)
<i>Base</i>		257	255	256	258	255	246
<i>Average</i>		98	88	83	80	67	55
Age	16-44	100*	97*	97*	78*	81*	73*
	45-54	95*	93*	89*	84*	69*	58*
	55-64	99	93	87	85	63	57
	65+	98	83	75	75	68	49
Respondent type	Hayling Island resident	99	87	77	79	64	49
	Havant Borough resident (not on HI)	100*	93*	93*	80*	76*	64*
	Regular visitor to HI	94*	92*	94*	78*	68*	63*
Frequency of visits to HI seafront	Very often – at least once a week	98	87	79	83	65	52
	Often – at least once or twice a month	99	90	89	77	68	57
	Not often – at least once every 3 months, at least once a year or never	95*	80*	85*	70*	80*	60*
Usage (only top activities with a base size higher than 50 have been included)	Walking / dog walking	96	84	80	82	66	52
	Enjoying natural environment	96	85	79	79	62	47
	Visiting the beach	95	87	83	78	67	52
	Swimming	96	91	91	83	65	55
	Socialising	96	90	91	81	71	61
	Food / drink	96	91	84	80	76	70
	Cycling	96	89	86	82	66	55
	Water sports	98	96	91	87	65	58
	Leisure	94	88	82	80	82	70

Figure 44 – Responses to Q7 – How important are each of the ambition principles to you? – note that these results have been broken down by demographic questions asked for in the online survey

SAMPLE SIZE: For sample sizes of demographic questions, please refer to Appendix G

*indicates base lower than 50 as such these results have not been significance tested.

Highlights in grey indicate statistically significant difference from the average.

		Importance of future potential and opportunities						
		Preserving and enhancing areas of wilderness (%)	Improving access to / across the seafront (%)	Offering food, drink and other attractions (%)	Encouraging further commercial investment (%)	Developing a niche location (%)	Providing an activity hub facility (%)	Creating a clear brand and identity (%)
<i>Base</i>		260	260	256	255	256	254	246
<i>Average</i>		95	75	62	52	45	45	37
Age	16-44	91*	81*	69*	45*	50*	58*	44*
	45-54	93*	73*	67*	64*	53*	51*	39*
	55-64	96	70	54	56	42	38	41
	65+	97	75	63	47	45	45	32
Respondent type	Hayling Island resident	95	74	59	52	45	44	38
	Havant Borough resident (not on HI)	93*	76*	67*	61*	40*	47*	39*
	Regular visitor to HI	100*	74*	61*	36*	50*	43*	27*
Frequency of visits to HI seafront	Very often – at least once a week	95	73	58	51	44	47	42
	Often – at least once or twice a month	95	74	71	52	49	44	32

	Not often – at least once every 3 months, at least once a year or never	95*	95*	60*	65*	40*	40*	25*
Usage (only top activities with a base size higher than 50 have been included)	Walking / dog walking	93	72	63	51	46	44	36
	Enjoying natural environment	95	75	60	49	43	44	35
	Visiting the beach	94	74	63	52	47	45	35
	Swimming	99	65	61	46	49	44	35
	Socialising	91	74	70	62	52	53	47
	Food / drink	91	84	80	72	57	59	43
	Cycling	96	75	61	53	53	51	33
	Water sports	96	65	58	51	56	55	40
	Leisure	90	90	82	64	62	60	44

Figure 45 – Responses to Q8 – How important are these future potential and opportunities to you? – note that these results have been broken down by demographic questions asked for in the online survey

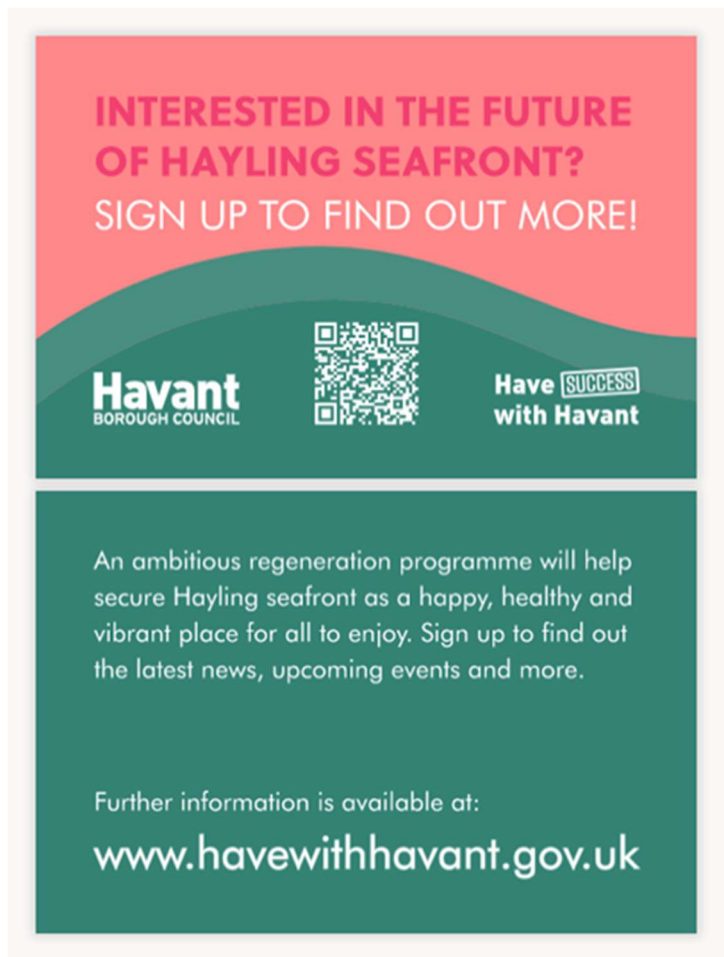
SAMPLE SIZE: For sample sizes of demographic questions, please refer to Appendix G

*indicates base lower than 50 as such these results have not been significance tested.

Highlights in grey indicate statistically significant difference from the average.

Appendix I. Poster / business card advertising drop-in events

Business cards:



Poster:

**HAVE YOUR SAY ON
HAYLING SEAFRONT**

LET US KNOW YOUR AMBITIONS FOR THE SEAFRONT

**Thursday 11 November
2pm-5.30pm**

**Saturday 13 November
10am-1pm**

**Room 2, Hayling Island Community Centre,
Station Rd, Hayling Island, PO11 0HB
- access from Hayling Park side.**

Havant Borough Council wants to work with local residents, businesses and a range of other key stakeholders to develop and deliver ambitious and exciting plans to enhance the seafront and create an inspiring destination.

Join us at our exhibitions to find out more, or feedback your thoughts online **(before 21 November)** via the link below:

www.havewithhavant.co.uk/ambition

The events will be compliant with government covid guidelines.

Havant
BOROUGH COUNCIL

Appendix J. Draft Ambition Document Map Graphic



Appendix K. Breakdown of drop-in event attendees

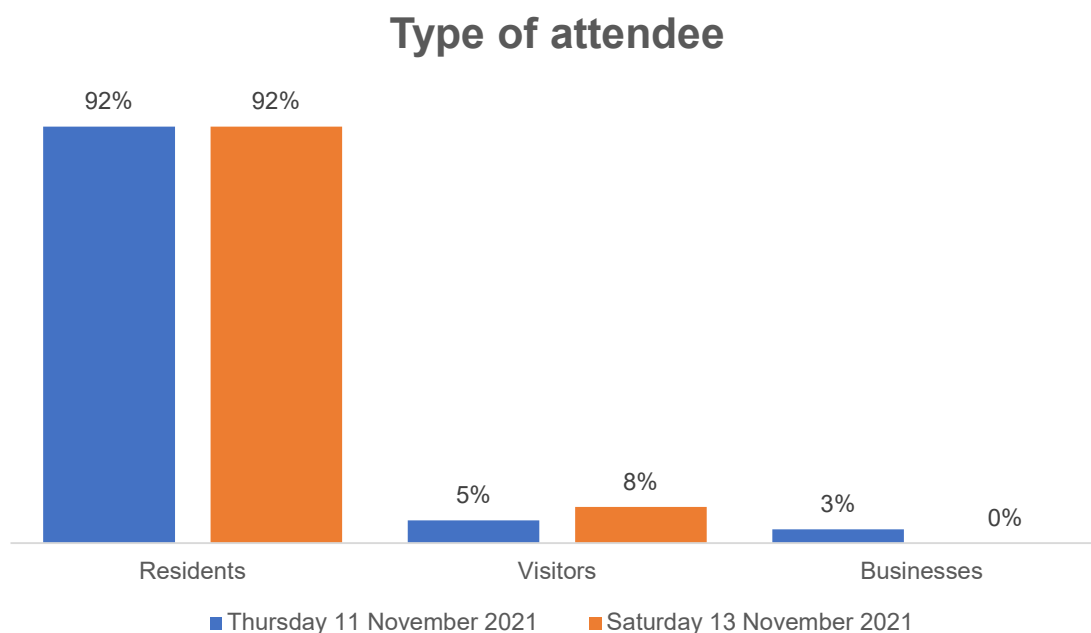


Figure 46 – Breakdown of attendees at the drop-in events by type of attendee – percentages are of the attendees of each day

SAMPLE SIZE: 237

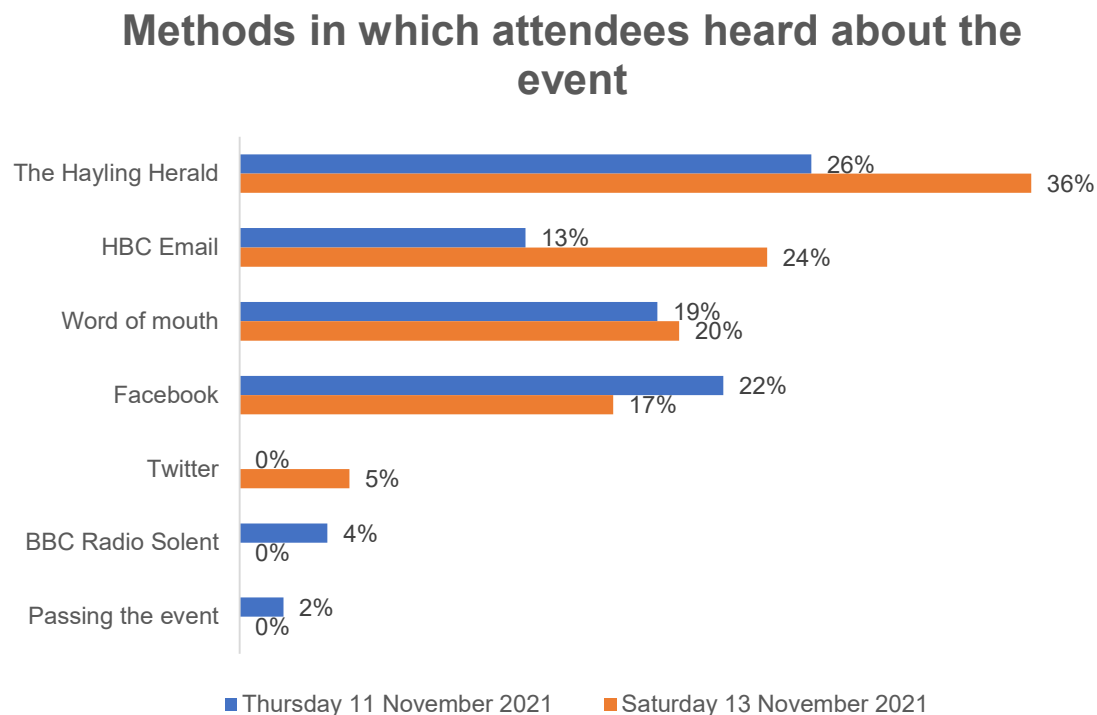


Figure 47 – Breakdown of attendees at the drop-in events by the method in which they heard about the event – percentages are of the attendees of each day

SAMPLE SIZE: 237

Where attendees had travelled from

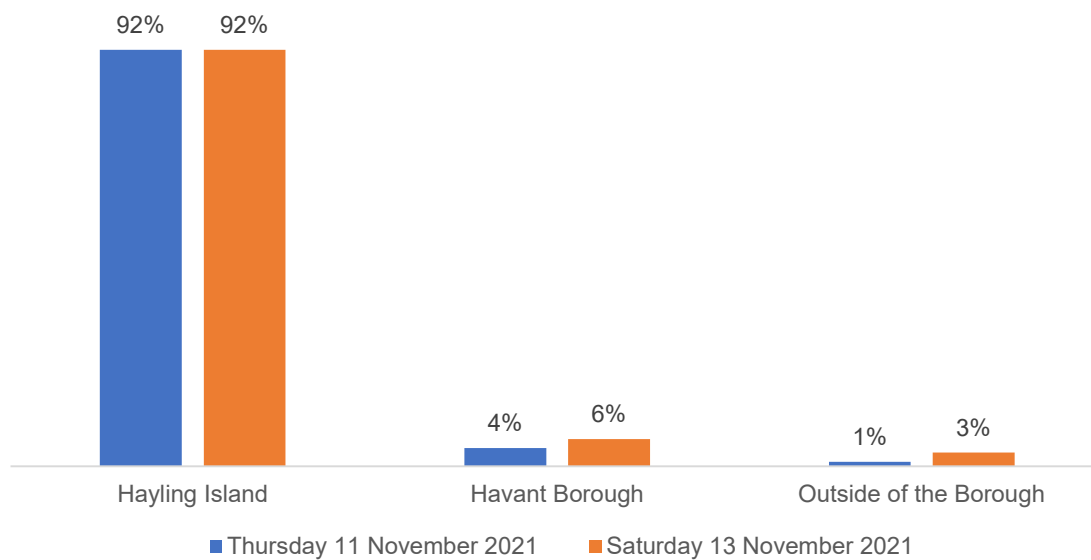
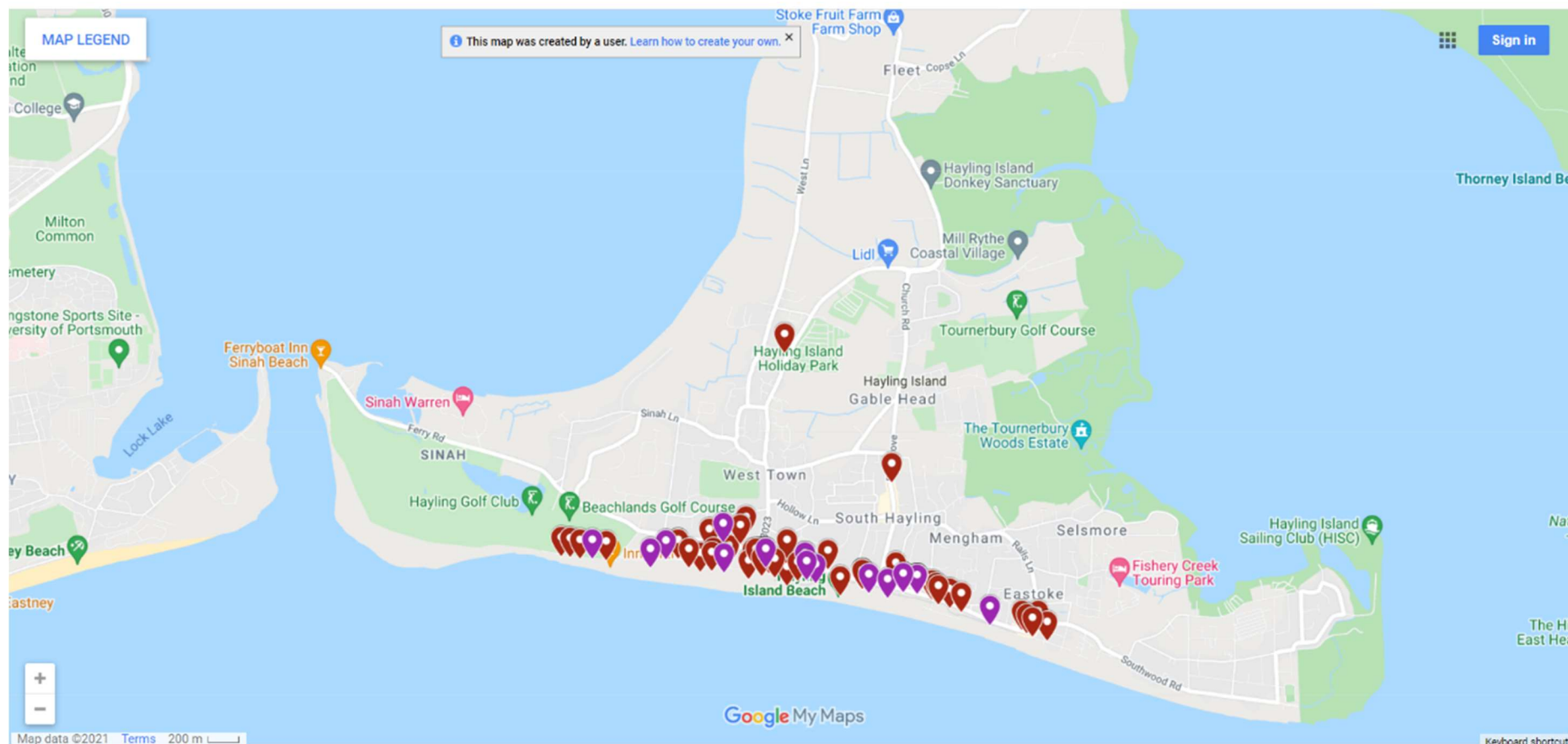


Figure 48 – Breakdown of attendees at the drop-in events by where they had travelled from – percentages are of the attendees of each day

SAMPLE SIZE: 237

Appendix L. Online Mapping Tool screenshot



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AN AMBITION FOR
HAYLING ISLAND
SEAFRONT



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1.0 INTRO

Hayling Island has been a popular **destination** for over a century. The seafront has a heritage rich in **watersports** and it offers a high-quality **natural environment**. The local tourism sector has great potential to contribute to the local economy, attracting significant visitor spend and supporting over 4,500 jobs across the Borough. The potential growth in the staycation market provides another fantastic opportunity to support a **vibrant economy**. However, there are some key challenges:

- 1 Parts of the seafront would benefit from investment and modernisation
- 2 The coastline is dynamic and vulnerable to coastal flooding and erosion events, particularly during extreme high tides and storms
- 3 The island geography can lead to congestion on the roads during peak holiday season
- 4 The seasonality of the visitor offer means that areas of the seafront are often crowded during peak times but quiet out of season.

Havant Borough Council (HBC) wants to work with local residents, businesses and a range of other key stakeholders to develop and deliver **ambitious** and exciting plans to **enhance** the seafront and create an **inspiring destination**.

We want to develop a new approach to managing the seafront to improve the quality of the resident and visitor experience. We want to explore

opportunities to grow **niche markets** - such as watersports and activity holidays - improve access to the beach, including enhancements to the **Billy Trail**, strengthened connections across the seafront via new and enhanced cycle and walking routes facilitated by clear wayfinding signage.

We want to encourage quality development and the creation of new facilities, including an improved leisure offer and a stronger commercial proposition - one that is sustainable in the long term and supported by a clear brand and identity. We want to protect and enhance the precious natural environment, ensuring that Hayling Seafront remains **happy, healthy and vibrant** for the generations to follow.

This document builds on work undertaken by Hemingway Design (January 2019), Mace (December 2019/20) and a round of public engagement in November 2021. It sets out an **ambition** and **framework** for the future of the seafront, accompanied by a comprehensive **concept plan** and **roadmap to delivery** ensuring that residents, businesses and visitors are a part of this journey. It aims to enhance the range and quality of attractions, improve the **environmental quality** and urban design of the seafront, and connect key attractions in ways that reflect the heritage of the island.

2.0 STRATEGIC ISSUES

A number of key issues were raised during engagement as barriers to delivering the Ambition. These areas of importance or concerns need to be considered alongside any regeneration opportunities and are set out below.

HOUSING & TRANSPORT

The ambition for Hayling Island Seafront is one of many plans and strategies that HBC is developing which relates to Hayling Island. All have their own outputs and objectives, but they also form part of a collective.

This includes the Local Plan, which has significant links to the Ambition Document, in that it allocates sites for development and addresses the transport impact from development across the Island. The ambition for the seafront aims to build on and complement the placemaking aspects of the Local Plan and will direct the Council's ambitions to focus efforts for wider benefits for residents and visitors.

The Local Plan allocates sites, which are all subject to their own planning considerations and a planning application will need to be submitted and consulted on for any of the proposed developments. Further information: <https://www.havant.gov.uk/local-plan>.

The Council understands the issues, complexities and frustrations around access to Hayling Island, in particular when travelling on and off of the Island. We continue to work closely with Hampshire County Council as the Highways Authority to make improvements and it remains a high priority.

A great deal of work has already been done to assess the impact of new development on the transport network. We are also investigating ways of reducing traffic by encouraging active transport and improvements to public transport. The Ambition aims to provide opportunities for visitors to stay for longer, meaning that arrival and departure times would be spread across more of the day, reducing traffic and improving the journey to Hayling Island.

COASTAL MANAGEMENT

The Hayling Island Coastal Management Strategy 2120 is currently being developed. The aim is to produce a sustainable cohesive strategy for managing flood and coastal erosion risk on Hayling Island for the next 100 years. The strategy will address key coastal management issues and climate change risks, identify a route map of sustainable coastal management approaches for the short, medium and long term and outline a programme of

investment for future coastal flood and erosion management on the Island. The key issues this strategy will address include:

- **Flood and erosion risk:** Being an island community, climate change is one of the largest challenges Hayling Island will face. It poses a significant threat to the economy, environment, health and way of life. Rising sea levels due to climate change are predicted to significantly increase the level of coastal flood and erosion risk on the Island. Without coastal defences, there are currently over 330 properties at tidal flood risk during an extreme event. Under the same conditions, but with sea level rise and climate change, this rises to in excess of 2,850 properties at risk of flooding and 1,500 at risk of coastal erosion in 100 years' time
- **Coastal defences:** A significant proportion of coastal defences on the Island are privately owned and maintained, with some defences in a poor / very poor condition and some are near to failure. Some private coastal landowners are unaware of their roles and responsibilities with regards to defence maintenance. This impacts on coastal management and planning policy decisions for areas where coastal defences may or may not be maintained in future



- **Environment:** Preserving the environment is as important as flood and erosion risk. An Island-wide assessment is being undertaken to help understand the impacts of future coastal management works, as well as identifying enhancement opportunities

Erosion at West Beach and beach management at Eastoke: Up-to-date information and the reasons behind decisions relating to erosion and beach management can be found here: <https://coastalpartners.org.uk>. Ambitions for Hayling Seafront will continue to work with Coastal Partners

to align the Coastal Management Strategy with any regeneration ambitions.

WATER QUALITY

Havant Borough Council is not responsible for managing coastal water quality (a function provided by the Environment Agency) and has no legal powers to address it. However, the council understands the impact it has on our environment, our residents and our tourism industry.

As a council, we are committed to working in partnership with relevant parties to help them address issues and ensure the best quality bathing water possible for the borough.

For further information on water quality can be found here: <https://www.havant.gov.uk/water-quality>.

A SEAFRONT AMBITION

HAYLING SEAFRONT - A HAPPY, HEALTHY & VIBRANT PLACE

Hayling Island Seafront is a key asset for the Borough and a focus for regeneration and positive placemaking.

The seafront will become a focus for new investment to grow and sustain a thriving local economy that will transform the area to one that focuses on activity and experience-based tourism, which takes advantage of the natural qualities of the seafront.

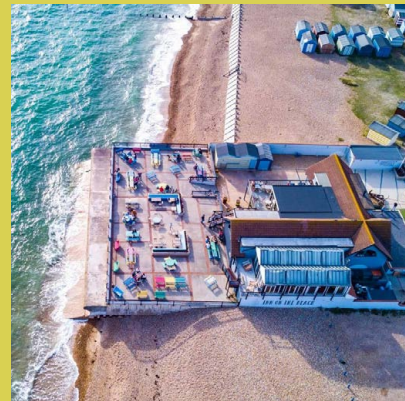
The draft Ambition is supported the following series of **design principles**, which are fundamental to supporting a long-term strategy for the coastal destination, that both enhances and preserves:

- 1 Protect the unique character of the coastal landscape and enhance the **natural environment**, supported by a high-quality **public realm**
- 2 Any strategic approach must be responsive to **climate** issues, creating **low carbon footprints**
- 3 Create an **exciting** and **enhanced seafront** and **marine leisure** offer, supported by a **strong brand**, which increases the quality of the resident and visitor experience and opportunities for visitor spend
- 4 Create opportunities to support **active lifestyles** and **health and well-being**, where residents and visitors can experience the landscape through activities including walking, cycling, running and watersports
- 5 Improve **sustainable access** to the beach, including enhancements to the **Billy Trail**. This should incorporate improved connections across the seafront via a new and enhanced cycle and walking route facilitated by clear **wayfinding signage**
- 6 Create a new approach of **managing the seafront** to **improve** the quality of the resident and visitor experience, and ensure the seafront is sustainable
- 7 Create regeneration opportunities that **align** with the **strategic issues** identified within the Island.



4.0 TODAY 2022

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NATURAL ENVIRONMENT

- High natural value seafront environment, including Sinah Common Site of Special Scientific Interest (SSSI), an area designated as a Site of Interest for Nature Conservation (SINC) and the adjacent Solent Maritime Special Area of Conservation (SAC)
- The lowland dry acid grassland and coastal vegetated shingle beach are of biodiversity interest and value
- Blue Flag status achieved for over 27 years
- Championship Hayling Golf Course with spectacular views of the Solent, alongside the two popular Hayling Island Sailing Clubs.

POPULATION*

- The population is estimated to increase to 18,565 in 2021
- 29.6% of the population are over 65, with 24.7% retired. The median age of residents is 52
- In 2011, almost one third of the population were in the 45-64 age group, although this group is predicted to decrease to a quarter while those aged 65 years and over are predicted to increase
- In 2011, 69% of homes were owner-occupied. 15% of Hayling households were occupied by a single resident over the age of 65 years at this time.

LOCAL EMPLOYMENT

- The tourism industry supports 4,589 jobs across the Borough (Tourism South-East 2018)
- Tourism remains a significant employer on the Island, helping to encourage working age families to stay and work locally
- The proportion of unemployed on Hayling Island was 5.9% in February 2021
- 8.4% of the local population are employed within the accommodation and food industry.

* Figures will be updated once the most recent census data is made available.

TRANSPORT & ACCESS

- Two bus services (one on and off the Island) connect Hayling Island with the mainland every 15 minutes
- Hayling Ferry service connects Hayling with Eastney Point, and operates summer and winter timetables
- The Island suffers from a fragmented public rights of way network, made up mainly of short linear routes, and little formal horse riding provision. The main cycling route is on the A3023 which can cause disruption to the traffic
- The main recreational provision is concentrated on the south coast and at the Hayling Billy disused railway.



THE FUTURE POTENTIAL

VISITOR OPPORTUNITIES

- Create **opportunities** for visitors that allow them to collect as many **unique experiences** as possible, creating lasting memories and encouraging future visits. Enable visitors to find out as much as possible about the destination before getting there
- Improvements to the **quality** of each destination and the activities available, encouraging visitors to stay longer and enjoy a day out at Hayling Seafront. This should enable visitors to **combine** their visit with **learning additional skills, self-improving activities** or trying **new experiences**
- Development of new **quality offers** within the **lower to mid-market accommodation range**
- **Improvements to the quality of the visitor experience**, encouraging holiday park guests to explore outside of their resort and increasing the wider economic benefits to the Island
- Address the **seasonality of visitor offer** on the seafront, enhancing the visitor experience and encouraging visits outside of the school holidays from specific market segments
- Improvements to **public spaces**. The pandemic has shown how vital these spaces are. They are more than nice amenities - they are **vital community hubs**. The pandemic has encouraged **innovation** in the use of spaces, far beyond the confines of traditional activities. Programming and maintenance should be a key component of the recovery
- Accommodation of a greater level of **staycation visits**, creating opportunities for a greater influence on UK tourism. The pandemic has affected the way in which people travel, both domestically and for tourism following restrictions. A rise in UK-based staycations has risen following the ease of movement and travel. For example, according to Visit Britain, during summer 2021 overnight and day trips were most popular to coastal and seaside towns. Day trips were popular across all demographics but were most popular with pre-nesters and families. Domestic tourism is expected to be the main driver of travel and tourism recovery according to Oxford Economics 2021.



ACTIVITY OPPORTUNITIES

- Potential to develop a **strong brand for active pursuit and activity holidays** which benefits its niche location, underpinned by its heritage as the home of windsurfing and its popularity as a walking location
- Hayling Island has a **rich history** such as the WWII trail, COPP memorial, Roman fort and railway. These interests are attractions for both residents and visitors. There are **opportunities to provide a heritage centre** that reflects on the Island's rich history
- The **love of local** is common ground for people taking activity holidays on the English coast
- Successful holidays should not just be about the activity - **the local scenery, accommodation, food and drink, and other attractions** play an important part
- The **ideal activity holiday** should involve at least three different active experiences, blended with a mix of other activities. Consumers like to **pick and mix activities** to create their own personal activity holidays, as well as combining these active experiences with other general holiday pursuits such as visiting sights, shopping, entertainment
- There is an opportunity to improve communication about provision and ease of access for these activities to encourage more people to participate. The presence of an **activity hub facility** on Hayling Island seafront could support tourism growth by providing **information** about the range of activities available, alongside local maps and guidance, and free Wi-Fi access. The offer to boost tourism growth will also improve activity options for residents, benefitting them too.



6.0

OPPORTUNITIES FOR ALL

An exciting opportunity exists to revitalise Hayling Island seafront, catering for the local island population, as well as attracting visitors and encouraging them to stay longer by providing a range of activities catering for all ages. **West Beach, Beachlands** and **Eastoke** provide hubs around which to focus regeneration activities, with the **connections between** them of equal importance.

Key opportunities to address the challenges outlined on page 5 and realise the draft ambition for Hayling Island seafront include:

- Preserving and enhancing **areas of wilderness and concentrating tourism** and residential development in the three key activity hubs
- A sensitive and targeted approach to investment, regenerating and improving the tourism economy and encouraging further investment and job creation, creating an **exciting commercial offer**
- Improving **access to and across the seafront for all**, encouraging greater participation in healthy lifestyle activities, such as walking, cycling and watersports. This should include capitalising on the **Billy Trail** to

connect the seafront to the rest of the island, as well as with Havant town centre, providing stronger links to the seafront's catchment area

- Better **connections and improved public realm** between the three activity hubs, through a looped network of foot and cycle paths, building upon the informal trails that already exist. Provision of well-considered interventions along the seafront, with activities located along the entirety of the beach between the three hubs to create a unique journey. A clear **wayfinding strategy** which identifies the three hubs of activity, their locations, respective attractions, and the routes and spaces in between creates a unified and connect seafront
- Improving the offer of the seafront through the **promotion of place**
- These opportunities should all be underpinned by a new and smarter way of managing the seafront, which addresses **climate change** through initiatives such as the creation of a **plastic-free seafront**, advocating the use of sustainable alternatives.



CONCEPT PLAN

BEYOND THE BEACH

OPPORTUNITY FOR AN EXTENDED WALKING & CYCLING LOOP TOWARDS THE FERRY BOAT INN & SINAH COMMON

NATURE ROUTE

MEANDERING ROUTE THROUGH THE BACK OF THE BEACH & SINAH COMMON SSSI. PROVIDES AN OPPORTUNITY TO ADMIRE THE WILDLIFE & VIEWS OF THE COAST

SEA FRONT ROAD LINKS

PROVISION OF INTER-CONNECTIVITY BETWEEN SEA FRONT ROAD & THE BEACH. LINKING TO BUS STOPS & ACCESS POINTS

THE PEBBLES

'PLACE OF INTEREST' STRINGING THE KEY HUBS TOGETHER, SUCH AS A NEW CAFE

BEACH FRONT WALK

CONNECTS ALONG THE LENGTH OF THE BEACH, PROMOTING HEALTHY LIFESTYLES. THE WALK IS MORE FORMAL AT THE ACTIVITY HUBS & MORE NATURAL FOR THE JOURNEY BETWEEN

BEYOND THE BEACH

OPPORTUNITY FOR AN EXTENDED WALKING & CYCLING LOOP TOWARDS HAYLING ISLAND SAILING CLUB

WEST BEACH ACTIVITY & NATURE

WATERSPORTS & ACTIVITY HUB, COUPLED WITH A MORE DIVERSE FOOD & BEVERAGE OFFERING AND SENSITIVELY DEVELOPED BEACH-BASED VISITOR ACCOMMODATION. ACCOMMODATION COULD BE DEVELOPED AROUND OVERNIGHT STAY BEACH HUTS, CAMPER VAN OR OVERNIGHT STAY, THAT COULD SIT LIGHTLY WITHOUT DETRACTING FROM THE HIGH QUALITY NATURAL ENVIRONMENT

BEACHLANDS COMMUNITY & LEISURE

A GATEWAY TO HAYLING SEAFRONT, CREATING A NEW ARRIVAL EXPERIENCE TO THE BEACH. A PLACE THAT OFFERS THE COMMUNITY A PUBLIC SPACE, THAT CONNECTS THE BEACH TO THE SEAFRONT AND CAN FUNCTION AS A DESTINATION FOR OUTDOOR EVENTS, LOCAL MARKETS AND VIEWS OF THE SEA

EASTOKE LEISURE, HERITAGE & CULTURE

EXCITING LEISURE FOCUS WITH A MIXTURE OF SMALL-SCALE REGENERATION FACILITIES TO ENCOURAGE BEACH, BAR & OUTDOOR ACTIVITIES AND A PLACE THAT BRINGS TOGETHER ISLAND CULTURE & HERITAGE

- | | | | | | |
|--|--|--|--|--|---|
| | BEACH FRONT WALK - FORMAL | | EXISTING BUILDING | | LONG-TERM OPPORTUNITY FOR REDEVELOPMENT OF THE FUNFAIR SITE |
| | BEACH FRONT WALK - INFORMAL | | PROPOSED RESIDENTIAL BUILDING | | THE PEBBLES-PLACE OF INTEREST/CAFE/KIOSK |
| | NATURE ROUTE | | PROPOSED MIXED USE BUILDING | | NATURE VIEW HUT |
| | FOOT/CYCLE LINK ALONG EXISTING LANE | | VISITOR INFO/TOILET FACILITY | | COPP |
| | INFORMAL FOOTPATH | | MEETING/BBQ AREA | | HAYLING SKATE PARK |
| | BILLY TRAIL | | BEACH | | HAYLING SEASIDE RAILWAY STATION |
| | EXISTING RAILWAY LINE | | SINAH COMMON | | BUS STOP |
| | POTENTIAL AREA FOR BEACH HUT ARRANGEMENT | | PROPOSED PARKING | | WAYFINDING |
| | CHANGING/OVERNIGHT STAY HUTS/SHIPPING CONTAINERS | | BERM/DECORATIVE SCREEN TO SCREEN PARKING | | BEACH FRONT ACTIVITY |
| | POP UP FOOD/DRINK VENDORS | | | | |



WEST BEACH

A FOCUS FOR ACTIVITY & NATURE



Key principles have been developed for West Beach to become a focus for nature and activities:

- A quiet, open and natural area, preserving and enhancing the existing character. Interventions will be subtle and modest, embedded within the environment of an aesthetic wild landscape
- An innovative 'Blue Park', allowing greater access to water-based activities whilst protecting the environment and building on the history of watersports on the island
- A hub for health and well-being, enabling people to experience and understand what is special

about the natural environment through a broad range of outdoor activities. Provision of an alternative experience to the typical tourist offer, as well as an excellent facility for residents

- Introduction of artwork along the beach front and nature walks, referencing the island's history and the natural environment. Incorporation of art within visual screens and berms to screen parking, creating a more positive interface with the beach
- A multi-generational experience where people can come together and socialise and immerse in the natural beach front environment.

- 1 WATERSPORTS CENTRE, INCLUDING TEACHING & TRAINING FACILITIES FOR ALL ABILITIES
- 2 LOCATION FOR STREET FOOD VENDORS, MEETING AREA & BBQ SPACE
- 3 BEACH FRONT WALK
- 4 NATURE ROUTE
- 5 SSSI/NATURE VIEWING HUTS
- 6 BEACH FRONT BEACON
- 7 BEACH HUTS POSITIONED TO SCREEN CAR PARKING
- 8 WATERSPORTS ACTIVITY
- 9 HAYLING SKATE PARK INTEGRATED WITHIN THE LANDSCAPE
- 10 EXTENSION OF THE BILLY TRAIL TO THE BEACH
- 11 EXISTING LANE CLOSED TO VEHICULAR TRAFFIC & USED AS CYCLE & PEDESTRIAN LINK
- 12 BEACHLANDS GOLF COURSE
- 13 POTENTIAL CROSSING FOR PEDESTRIANS/CYCLES & WHEELCHAIRS AS PART OF BILLY TRAIL

- BEACH FRONT WALK - FORMAL
- BEACH FRONT WALK - INFORMAL

- NATURE ROUTE
- FOOT/CYCLE LINK ALONG EXISTING LANE
- INFORMAL FOOTPATH
- BILLY TRAIL
- POTENTIAL AREA FOR BEACH HUT ARRANGEMENT
- CHANGING/OVERNIGHT STAY HUTS/SHIPPING CONTAINERS
- POP-UP FOOD/DRINK VENDORS
- EXISTING BUILDING
- MEETING/BBQ AREA
- BEACH
- SINAH COMMON
- PROPOSED PARKING
- BERM/DECORATIVE SCREEN
- NATURE VIEW HUT
- HAYLING SKATE PARK
- BUS STOP
- WAYFINDING
- BEACH FRONT ACTIVITY

ACTIVITY

West Beach offers great heritage with watersports and links to the natural coast, sympathetic development can bring a focus of watersports activity and facilities for both local residents and visitors to the beach.



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PROVISION OF A DEDICATED HUB FOR WATERSPORTS



WATERSPORTS ACTIVITY CENTRE, STORAGE & SHOP CREATES A HUB OF ACTIVITY



SUP RENTAL FACILITIES, ALONGSIDE OTHER WATERSPORT POP-UPS



POTENTIAL FOR PERMANENT STRUCTURES COULD BE DESIGNED INTO THE LANDSCAPE



SCREENING WALL BETWEEN THE CAR PARK & BEACH PROVIDING FOR INTERACTION & DELIGHT



ARTWORK INSTALLATIONS COULD BE USED TO CREATE A LINK ALONG THE BEACH

NATURE

West Beach has retained much of its natural beauty, with proposals looking to enhance this natural setting, with dedicated routes and viewing pods/huts that allow the enjoyment of the natural setting.



MODERN, YET SYMPATHETIC PODS THAT SIT DISCREETLY IN THE LANDSCAPE



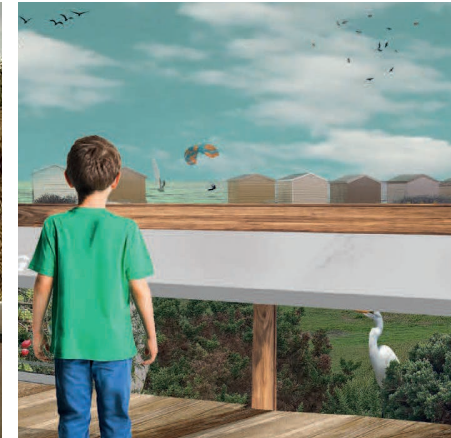
USE OF PUBLIC REALM TO CREATE A SIMPLE & CLEAN TRANSITION TO THE BEACH EDGE



PROVISION FOR DOG WALKING, BOTH ALONG THE BEACH & WITHIN THE LANDSCAPE BEHIND



NATURAL MATERIALS CAN HELP IN SHAPING & FRAMING NEW ROUTES



PLACES TO VIEW & INFORM THE PUBLIC OF THE HISTORY & NATURE, INCLUDING THE SSSI



USE OF SIGNAGE & WAYFINDING

BEACHLANDS

A PLACE FOR COMMUNITY & LEISURE

PUBLIC REALM ENHANCEMENTS AT THE JUNCTION OF SEA FRONT & BEACH ROAD TO CREATE A WELCOMING & PEDESTRIAN FRIENDLY GATEWAY

POTENTIAL REDEVELOPMENT OPPORTUNITIES, ENSURING STRONG BUILT FRONTAGES & SCREENING AREAS OF PARKING

LONG-TERM OPPORTUNITY FOR REDEVELOPMENT OF THE FUNFAIR SITE FOR LEISURE OR HOUSING (SUBJECT TO DISCUSSIONS WITH BUSINESSES & LANDOWNERS)

OPPORTUNITY TO PROVIDE NATURE WALKS & VIEWING LOCATIONS

THE BEACH WALK CONTINUES TO WEST BEACH, CHANGING INTO A MORE NATURALISTIC COASTAL EXPERIENCE, ENHANCING & CONNECTING EXISTING BEACH SIDE PATHS & EXTENDING THESE ALONG THE COAST

OPPORTUNITY TO REDEFINE THE BEACH EDGE, PROVIDING BETTER PLACEMENT OF BEACH HUTS & PARKING

OPPORTUNITY TO ENHANCE THE GATEWAY EXPERIENCE. RELOCATION OF PARKING HELPS TO RE-ESTABLISH RELATIONSHIP WITH THE BEACH & OPEN VIEWS. OPPORTUNITY TO CREATE A NEW FLEXIBLE SPACE FOR EATING, DRINKING, MARKETS & EVENTS

OPPORTUNITY TO PROVIDE A NEW FLEXIBLE MEETING SPACE FOR SCHOOLS & OTHER EDUCATION USES

THE BEACH WALK CONTINUES TO EASTOKE, OFFERING CONTINUOUS, BARRIER-FREE ACCESS & PROVIDING A CONSISTENT CHARACTER ALONG THE BEACH FRONT

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0 100M

Key principles have been developed for Beachlands that set it as a focus for community and leisure:

- Creation of an arrival experience that connects Hayling Island with the beach, becoming a destination
- Provision of a new flexible public space for local markets, events, outdoor seating and views of the sea
- Extension of the public realm across Sea Front, creating an improved gateway to the beach and a pedestrian friendly environment
- A formal section of the beach front walk interacts with the proposed

public space, with a feature groyne making the seafront accessible to all

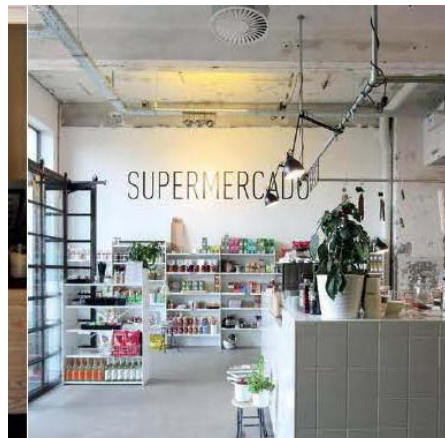
- Beyond areas of activity, the beach front walk changes character to reflect the changing environment along the beach
- Potential small-scale and family friendly over-night or short stay opportunities overlooking the beach
- Potential provision of an amphitheatre as a multi-functional space
- A co-ordinated approach to beach huts, including maximising sea views.

- 1 DESTINATION SPACE FOR OUTDOOR EVENTS
 - 2 MIXED-USE BUILDINGS WITH GROUND FLOOR FOOD & DRINK UNITS, WHICH SPILL OUT ONTO THE SQUARE
 - 3 FEATURE GROUYNE ACCESSIBLE FOR ALL
 - 4 POTENTIAL FUTURE DEVELOPMENT OPPORTUNITY
 - 5 BUS DROP-OFF / BUS STATION
 - 6 VISITOR CENTRE WITH RESIDENTIAL ABOVE
 - 7 BEACH FRONT WALK
 - 8 BEACH HUT FRONTAGE
 - 9 SSSI/NATURE VIEWING HUTS
 - 10 OVERNIGHT STAY / CHANGING ROOM BEACH HUTS FOR HIRE
 - 11 GATEWAY GREEN SPACE
 - 12 NATURE ROUTE
 - 13 CAR PARK
-  BEACH FRONT WALK - FORMAL
-  BEACH FRONT WALK - INFORMAL
-  FOOT/CYCLE LINK ALONG EXISTING LANE
-  INFORMAL FOOTPATH
-  NATURE ROUTE
-  FUTURE ROUTE
-  EXISTING RAILWAY LINE

-  POTENTIAL AREA FOR BEACH HUT ARRANGEMENT
-  OVERNIGHT STAY HUTS/SHIPPING CONTAINERS
-  EXISTING BUILDING
-  PROPOSED RESIDENTIAL BUILDING
-  PROPOSED MIXED USE BUILDING
-  PUBLIC REALM
-  BEACH
-  SINAH COMMON
-  PROPOSED PARKING
-  BERM/DECORATIVE SCREEN TO SCREEN PARKING
-  LONG-TERM OPPORTUNITY FOR POTENTIAL REDEVELOPMENT OF THE FUNFAIR SITE
-  THE PEBBLES - PLACE OF INTEREST/ CAFE/KIOSK
-  NATURE VIEW HUT
-  BUS STOP
-  HAYLING SEASIDE RAILWAY STATION
-  WAYFINDING
-  BEACH FRONT ACTIVITY
-  PROPOSED TREE

COMMUNITY

Longer term aspirations could involve bringing new homes to the area to create a good quality living opportunities consisting of new modern homes for families. Natural materials could help reflect the coastal location. Any new homes must be designed to consider the flood risk of the coastline.



LEISURE

Beachlands can become a key destination for both the community and visitors, creating a public space that links Sea Front to the beach and provides the opportunity for outdoor events, gallery space and rentable spaces or overnight stay.



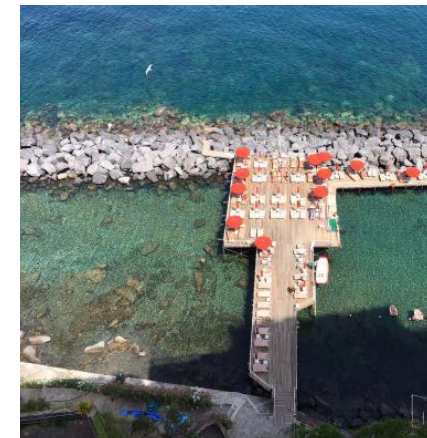
LEISURE ACTIVITIES FOR PEOPLE OF ALL AGE GROUPS TO ENJOY



A UNIFIED WALK ALONG THE BEACH, CHANGING CHARACTER ALONG ITS LENGTH TO REFLECT ITS SURROUNDINGS



THE PEBBLES - AREA OF INTEREST THAT CONNECT THE THREE MAIN BEACHES AND CREATES THE JOURNEY



COASTAL DEFENCES CAN ALSO BE USED AS EXTENSIONS TO PUBLIC REALM



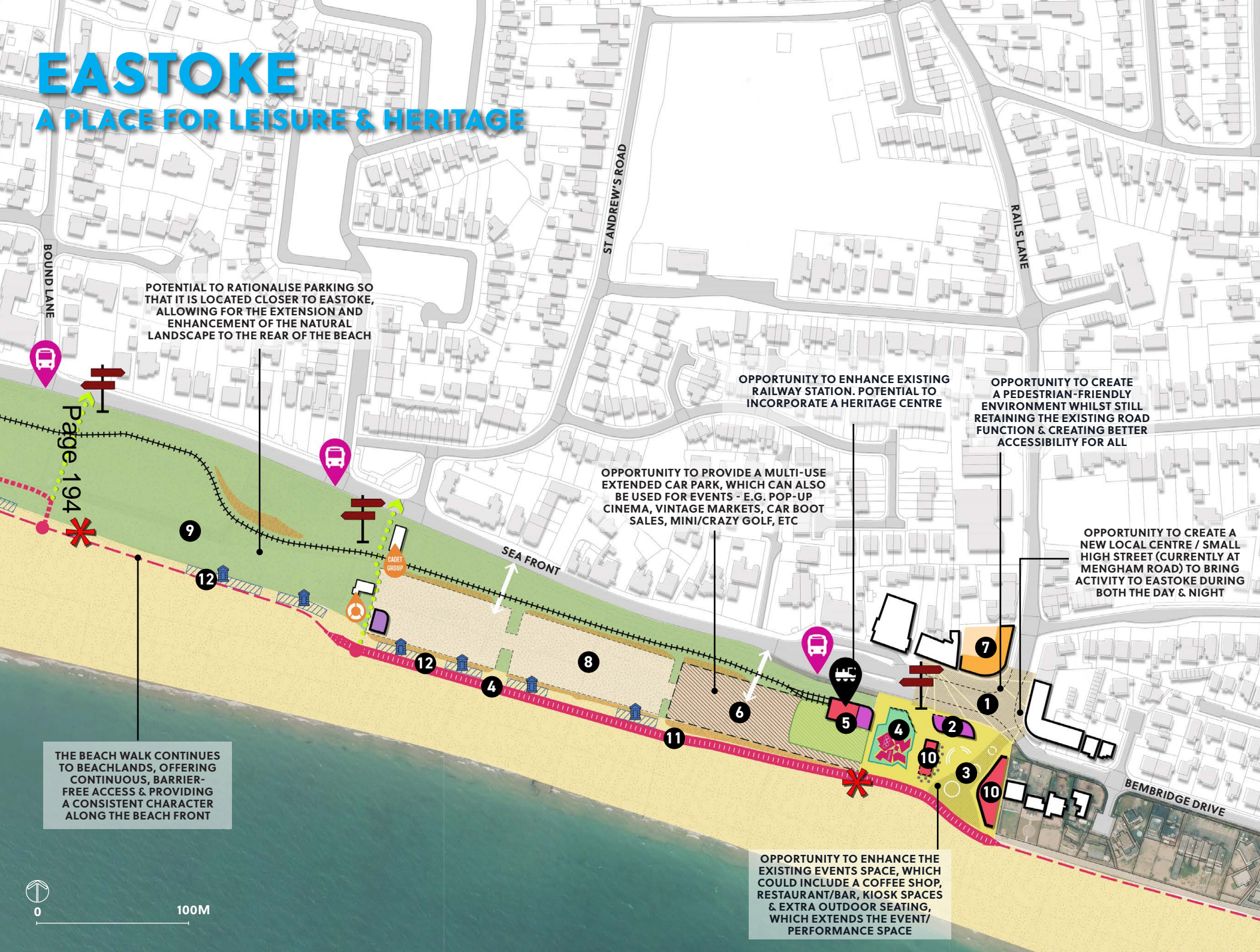
ROUTES THAT ENCOURAGE CYCLING AND ACTIVITY



INTEGRATING THE WORLD WAR II TRAIL & COPP MEMORIAL AS PART OF WIDER WALKING ROUTES

EASTOKE

A PLACE FOR LEISURE & HERITAGE



Key principles have been developed for Eastoke that set it as a destination for both leisure, heritage and culture, building on previous public realm improvements and existing events:

- Extending the public realm to provide a greater space for outdoor entertainment and events, providing new public seating and creating a more pedestrian-friendly environment, reducing the presence of cars
- Provision of outdoor kiosks, creating the opportunity for a variety of food, drink and retail offerings

- Provision of a new beach bar or restaurant to help to create a relaxing beach environment that spills into the a new outdoor activity space and onto the beach
- Incorporation of toilet facilities as part of a new tourist and visitor centre, which creates a new frontage onto Sea Front and a space for outdoor activities
- New high quality residential, creating new frontage at the junction of the Sea Front and Rails Lane.

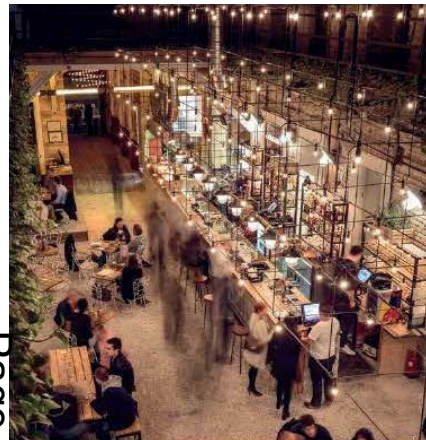
- | | |
|--|--|
| 1 PEDESTRIAN-FRIENDLY CROSSING | ● ● ● INFORMAL FOOTPATH |
| 2 SEA FRONT VISITOR CENTRE & TOILET FACILITY | ⋯⋯⋯ EXISTING RAILWAY LINE |
| 3 EXTENDED EVENT SPACE, SCREENED FROM VEHICULAR TRAFFIC & EMBRACING ITS RELATIONSHIP WITH THE BEACH | 🏠 POTENTIAL AREA FOR BEACH HUT ARRANGEMENT |
| 4 OUTDOOR GYM RETAINED AND INCORPORATED INTO THE PUBLIC REALM, WITH AN EXTENSION OF FITNESS TRAIL DESIGNED INTO THE BEACH FRONT WALK | 📦 OVERNIGHT STAY HUTS/SHIPPING CONTAINERS |
| 5 HAYLING SEASIDE RAILWAY STATION EXTENSION, IMPROVING RELATIONSHIP TO PUBLIC REALM, USES MAY INCLUDE A CAFE / WAITING AREA | 🏠 EXISTING BUILDING |
| 6 FLEXIBLE EVENT/LEISURE SPACE | 🏠 PROPOSED RESIDENTIAL BUILDING |
| 7 POTENTIAL DEVELOPMENT OPPORTUNITY CONCENTRATION & RATIONALISED OF CAR PARKING CLOSER TO EASTOKE | 🏠 PROPOSED MIXED USE |
| 8 RESTORED PARKLAND FOR USE AS A KITE PARK | 🏠 VISITOR INFO/TOILET FACILITY |
| 9 OUTDOOR KIOSKS AND BEACH BAR/ RESTAURANT FRAMING THE EVENTS SPACE | 🟡 PUBLIC REALM |
| 10 BEACH FRONT WALK | 🟡 BEACH |
| 11 BEACH HUT FRONTAGE | 🟢 SINAH COMMON |
| 12 BEACH FRONT WALK - FORMAL | 📏 PROPOSED PARKING |
| --- BEACH FRONT WALK - INFORMAL | 📏 BERM/DECORATIVE SCREEN TO SCREEN PARKING |
| --- NATURE ROUTE | ✳️ PLACE OF INTEREST/CAFE/KIOSK |
| --- FOOT/CYCLE LINK ALONG EXISTING LANE | 🌿 NATURE VIEW HUT |
| | 🚒 COASTGUARD |
| | 🚌 BUS STOP |
| | 🚂 HAYLING SEASIDE RAILWAY STATION |
| | 📍 WAYFINDING |
| | 🟡 BEACH FRONT ACTIVITY |

THE BEACH WALK CONTINUES TO BEACHLANDS, OFFERING CONTINUOUS, BARRIER-FREE ACCESS & PROVIDING A CONSISTENT CHARACTER ALONG THE BEACH FRONT

OPPORTUNITY TO ENHANCE THE EXISTING EVENTS SPACE, WHICH COULD INCLUDE A COFFEE SHOP, RESTAURANT/BAR, KIOSK SPACES & EXTRA OUTDOOR SEATING, WHICH EXTENDS THE EVENT/ PERFORMANCE SPACE

LEISURE

Eastoke is well-located for access to holiday accommodation on the island and has the potential to offer a family-friendly environment during the day and night.



INFORMAL BAR & DINNING WITHIN A NEW PUBLIC SPACE



OUTDOOR SEATING THAT SPILLS ONTO THE BEACH EDGE, CREATING A VIBRANT DAY & NIGHT LIFE LOCATION



PEDESTRIAN FRIENDLY STREETS CREATING A UNIQUE SENSE OF IDENTITY



KIOSKS & VANS OFFER FLEXIBLE SPACES TO SELL GOOD QUALITY FOOD & GOODS



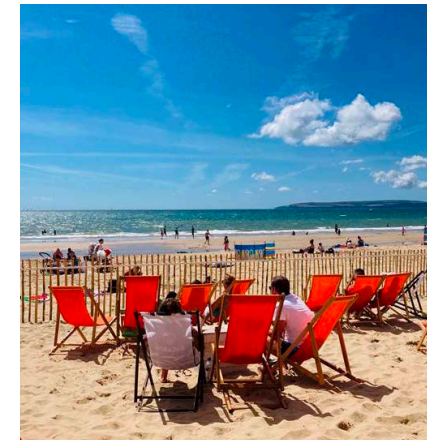
RESHAPED PUBLIC SPACE PROVIDING THE OPPORTUNITY TO HOST LARGER OUTDOOR EVENTS, FESTIVALS AND OPEN AIR CINEMAS



THE BEACH FRONT WALK EXTENDS TO EASTOKE, INTEGRATING AREAS OF SEATING, REST & FITNESS ALONG ITS LENGTH

HERITAGE & CULTURE

West Beach brings the opportunity for living, visiting, culture, heritage and relaxing or keeping fit. The site offers great potential and variety in its location and as part of the wider beach journey.



BEACH BAR SEATING CAN EXTEND OUT ONTO THE BEACH



INCORPORATING & ENHANCING THE EXISTING RAILWAY STATION



POP-UP FOOD VANS OFFER VARIETY & THE CHANCE FOR LOCAL RESTAURANTS TO CAPTURE TOURIST TRADE



FLEXIBLE SPACES ALLOW FOR A VARIETY OF SEASONAL EVENTS



CHILDREN'S PLAY REFERENCES THE CHARACTER & MATERIALS OF THE COASTLINE



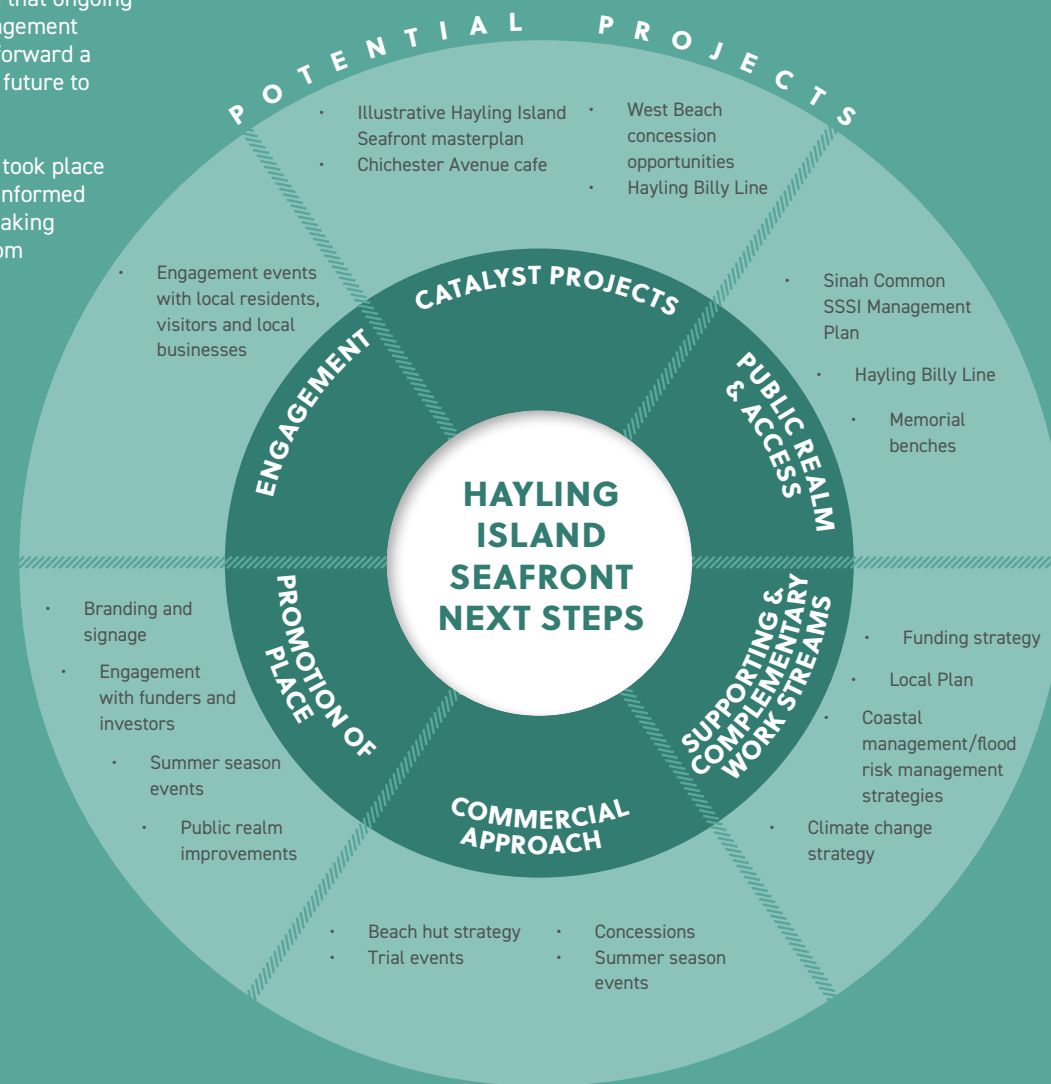
INCORPORATING THE EXISTING OUTDOOR GYM INTO THE PUBLIC REALM

NEXT STEPS

The Council understands that ongoing communication and engagement is important in bringing forward a realistic and sustainable future to Hayling Island Seafront.

Engagement events that took place in November 2021 have informed the Ambition Document taking into account feedback from local residents, visitors, local businesses and schools on the Island.

The next steps illustrates a series of potential projects that we are exploring to aid the delivery of the Ambition.



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GU34 1HG

FIRST FLOOR STUDIO
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LONDON
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PRODUCED BY



FOR HAVANT BOROUGH COUNCIL
FEBRUARY 2022

CONTACT HAVANT BOROUGH COUNCIL
REGENERATION TEAM ON:

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Annex 4

Hayling Island Seafront Regeneration Programme - (Indicative) Delivery Plan - March 2022

This high-level delivery plan is an indicative programme of delivery. More detailed programme management documentation will be developed and managed in accordance with normal Council practices. The proposed projects/initiatives set out below are likely to form part of the early phase of the programme, however more detailed consideration will be given to prioritisation, phasing and delivery timescales and funding availability.

1. Catalyst Projects	
Project	Description
a) Chichester Avenue	Feasibility of a new café and public toilets in the Chichester Avenue Car Park
b) West Beach Concession Opportunity (Triangle Carpark)	Options appraisal for commercial opportunities in the triangle car park
c) Hayling Billy Line	Masterplan HBL from Havant Train Station to Seafront. Building on existing feasibility work and steer stakeholders to project implementation
2. Commercial Approach	
a) Beach Hut Strategy	Improve beach hut offer and develop a holistic and coordinated approach to their management
b) Concessions and Season 22	Coordinated approach to concessions on Hayling Island Seafront and market short-term pop-up concessions for the summer season 2022. Market testing.
3. Promotion of Place	
a) Branding and signage	A strong identity that can be used to promote Hayling Island seafront to residents, visitors, businesses and investors.
b) Engagement with Funders, Investors and Developers	<ul style="list-style-type: none">▪ Delivery of Communications and Engagement Plan▪ Funding Strategy
c) Season 2022 and Events	Delivery of Season 2022 in-line with ambition document
4. Public Realm and Access	
a) West Beach SSSI Management Plan	Develop Management plan including public realm enhancements for the West Beach SSSI Area – to enhance and protect the natural area
b) Memorial Benches	Find funding and work with local artist to design and install memorial benches. Develop a financially sustainable model.
c) Improve active travel infrastructure	Build on Hayling Billy work and LCWIP to identify opportunities for improved walking and cycling infrastructure along the seafront

5. Supporting Themes

a) Funding Strategy	<ul style="list-style-type: none">▪ Develop detailed funding plan to support the delivery programme.▪ Continue to build strong relationships with other stakeholders and public agencies to ensure that the best opportunities for funding and other implementation opportunities are achieved.▪ Bid for resources to secure funding from national and regional public investment opportunities.▪ Explore and where appropriate seek to establishing income generation models
b) Local Plan	Develop a SPD for Hayling Island Seafront to support emerging local plan
c) Coastal Management / Flood Risk Management Strategies	Align development of regeneration plans with the Coastal Management and Flood Risk Management Strategies.
d) Climate Change & Environment	Alignment of regeneration and economy programme to support the objectives of the Climate Change and Environment Strategy (2020); Reducing carbon emissions to Net Zero before 2050; protect and enhancing our natural environment

APPENDIX 5

Hayling Island Seafront Colour and Font

It is common practice in developing a sense of place to create a palette and a language of identity for consistent application. A series of elements have been developed to help create an identity for Hayling Island seafront. To achieve true cohesion, this needs to take into account a number of physical and digital mediums, such as:

Print & design

Web content

Public realm

(from buildings and skate parks to benches and signage)

NEXT STEPS / GUIDELINES

- Establish a set of design principles on how these colours and fonts can be used
- Work with Council services to identify opportunities to use colours and fonts including Season 22
- Work to further develop the branding



Listed below are examples of such output, which will be rolled out over time across Hayling Island seafront:

- Establishment of set of design principles to be adopted across the council services for Hayling Island Seafront
- We will work with partners such as Norse to look for opportunities to roll out thematic elements
- Any opportunities will be in line with planned works (i.e. we are not looking to repaint everything it is just when opportunities arise)
- Season 22 will use this approach to any marketing
- Work to further develop the branding

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PART EXEMPT

HAVANT BOROUGH COUNCIL

CABINET

2 March 2022

Havant Town Centre Regeneration – Priority Projects

FOR DECISION

Portfolio Holder: Cllr Tim Pike, Cabinet Lead for Regeneration & Estates

Key Decision: YES

Report Number: HBC/433/22

1 Purpose

- 1.1 In September 2021, Cabinet approved the progression of three priority projects, forming part of a programme of work to regenerate Havant Town Centre.
- 1.2 This report is submitted to Cabinet to note the progress made and to approve a series of recommendations in respect of next steps.

2 Recommendation

- 2.1 Cabinet is recommended to
 - 2.1.1 To note the updates set out in this paper in respect of the three priority projects.
 - 2.1.2 Approve the development of a full Business Case for the Plaza East car park to be brought back to Cabinet for approval.
 - 2.1.3 Approve the outline Business Case for Bulbeck Road car park and to agree to the development of a full business case, subject to available funding.
 - 2.1.4 Approve the Havant Town Centre Access & Public Realm package and agree to the progression of the priority projects, including Havant Park, subject to available funding.
 - 2.1.5 Approve the development and in accordance with the appropriate delegations and subject to availability of funding and resources, the submission of a round two Levelling Up Fund bid.

3 Executive Summary

- 3.1 In September 2021, Cabinet approved the progression of three priority projects, forming part of the programme of work to regenerate Havant Town Centre. This work has been progressed in parallel with the refresh of the Regeneration & Economy Strategy, which identifies Havant Town Centre as a priority regeneration area.
- 3.2 This paper provides an update on those projects and sets out a series of recommendations in respect of the next steps, which will enable the work to progress towards delivery at pace.
- 3.3 For Plaza East, the paper presents the outcome of recent updated masterplanning and viability work that has been undertaken to determine an optimum scheme for the site. The paper is recommending the development of a full Business Case to be agreed by Cabinet. It is considered that this scheme can be delivered as an early phase of a more comprehensive scheme for the wider Plaza campus, acting as a catalytic project, creating market confidence and forming a key deliverable of a town-wide programme of regeneration activity.
- 3.4 For Bulbeck Road car park, a Strategic Outline Business Case is presented to Cabinet for approval. The business case demonstrates there is a strong strategic case for change. The site has potential to contribute to the delivery of the Council's own and wider strategies, is deliverable in that it is within the Council's ownership and has potential to contribute to housing delivery targets. Viability however remains a challenge and it is recommended that further work is carried out to develop a detailed Full Business Case, which would enable the project to be developed to a level where it is capable of being given final approval. Work required to support the Full Business Case would include more detailed work on viability, design, planning and delivery options. As part of this, external funding support either from Homes England or other public agencies will be sought to address any likely future viability gaps. A detailed Full Business Case will be brought back to Cabinet to make a decision to proceed with any further investment and to agree a delivery approach.
- 3.5 Alongside this, a package of access & public realm projects has been developed to support delivery of the wider regeneration plans for Havant Town Centre. Improvements to the public realm and the creation of a network of active travel routes, along with sustainable transport and wider infrastructure improvements will form a key part of the transformation of the town centre. This paper proposes a Public Realm & Access package with a set of proposed priority projects based on deliverability, strategic fit and benefits. Cabinet approval on the package is sought along with approval to progress the projects in accordance with the agreed priorities.
- 3.6 In early February 2022, the government announced its Levelling Up plan to transform the UK by spreading opportunity and prosperity to all parts of the UK. The plan is underpinned by 12 national missions which will form part of a

new Levelling Up and Regeneration Bill. Subject to the announcement of specific bidding criteria and the availability of funding and resources, the Council will develop a round two Levelling Up Fund submission to government. It is anticipated the government guidance will be issued in late Spring 2022 with a submission deadline of early Autumn 2022. Officers will be reviewing and building on the positive feedback received from government on the round one LUF submission to developing a robust and evidenced based submission that is founded on an up to date community and resident engagement programme.

4 Additional Budgetary Implications

- 4.1 None directly arising from this report. All work will be done within existing budgets or with the benefit of external funding. Where additional funding is required, this will be the subject of separate business cases brought to Cabinet for consideration and approval.
- 4.2 As part of the project documentation for each project above, a budget plan will be produced. As the projects are refined, the work will be scoped further to give a more accurate picture of potential costs and budget requirements.
- 4.3 Budgets will be monitored closely to ensure there is sufficient funding and where required, the work will be phased and appropriate programme management arrangements will be in place to ensure it can be delivered within the approved budgets.

5 Background and relationship to Corporate Strategy and/or Business Plans

Background

Plaza East

- 5.1 The Plaza East project relates to the car park site on the Plaza campus. Work to secure a development partner had previously been undertaken, by way of an OJEU compliant procurement process. However, due to a significant viability gap and the withdrawal of Homes England funding as a result of pressures arising from the Covid pandemic, procurement was formally closed in early 2021.
- 5.2 Homes England remain an active and supportive partner and in April 2021, awarded the Borough Council around £180k of capacity funding to enable the scheme to be progressed.
- 5.3 While the terms of the Homes England original grant offer from January 2019 mean that the funding of circa £3.36m capital funding from the Local Authority Accelerated Construction Programme (LAAC) is no longer available, on-going positive discussions have been held with Homes England on future funding

programmes that could provide alternative grant support and the Council will be actively pursuing those opportunities to secure further funding.

- 5.4 With the benefit of the additional Homes England capacity funding, further work has now been done both to look at concept design options for the site and the associated development viability, with a view to establishing an optimum scheme that achieves the project objectives. As part of this, consideration has been given to a concept masterplan for the wider Civic Plaza campus, including opportunities in future phases to include the wider Public Estate and Leisure Centre sites. It is important that any decision made to progress the Plaza East site are made with a view to delivery of options for the wider campus site.
- 5.5 That work has concluded that there is scope for a project to be delivered for Plaza East as a first phase of a more comprehensive scheme for the plaza campus. The scheme could provide for up to 166 high quality homes, set in a well-designed and landscaped setting providing additional pedestrian and cycle connectivity to the Town Centre. Appendix 1 sets out a summary of the concept masterplan work and indicative scheme for the Plaza East site.
- 5.6 Appendix 2 (exempt) contains a summary of the viability work undertaken. It is anticipated that a viability gap is likely to remain. However, with the benefit of securing further public sector funding, Cabinet are advised that there is still scope to progress work to secure a development partner with a view to achieving a viable scheme.
- 5.7 There are a number of options available, which will enable the phase 1 site (central car park) to be brought forward in isolation. However, detailed consideration should be given to future parking requirements relating to occupancy of the Plaza building, the wider public estate and public provision. The viability, along with some sensitivity analysis for those options are set out in appendix 2.
- 5.8 Delivery of this phase of the scheme will deliver much needed homes, create investor confidence to help unlock other town centre schemes and act as a catalytic project as part of a broader town-wide programme of regeneration activity.
- 5.9 Funding and resources will be required to procure a development partner. It is recommended that a full Business Case and financial risk assessment is completed before proceeding. Cabinet approval is sought only on the basis that sufficient external funding is secured to enable this to be progressed within existing resources.

Bulbeck Road car park

- 5.10 Bulbeck Road car park was acquired by the Council as part of the £4.1m purchase of the Meridian Shopping Centre in 2019. The multi-storey car park provides 400 spaces and is adjacent to Park Road South, connecting to the

main town centre retail area along West Street. The site occupies 0.58ha and dominates an attractive conservation area.

- 5.11 In September 2021, Cabinet approved the development of a Strategic Outline Business Case for the car park site with a view to considering redevelopment options and simultaneously approved the preparation and submission of an outline planning application, as appropriate.
- 5.12 It was agreed that the business case would be brought back to Cabinet for consideration and approval. That Strategic Outline Business Case, which has been produced in accordance with Green Book Treasury principles, can be found in appendix 3.
- 5.13 In summary, the business case demonstrates;
- That there is a compelling case for change and a clear justification for the project in terms of supporting the delivery of the council's own and wider strategies;
 - There is a viability challenge, which will need to be addressed through adapting the mix and configuration of the scheme and identifying external funding support, including discussions with Homes England, for the demolition of the site;
 - As the site is owned by the council, there is a compelling case for early redevelopment of the site to meet core regeneration objectives for Havant Town Centre;
 - From an assessment of options, residential development for the site can be identified as the most appropriate use; and
 - There is a range of delivery options that can be considered, which meet the regeneration objectives for the site.
- 5.14 As part of that business case, some initial outline work on concept design and viability has been undertaken. It is proposed that a residential scheme could deliver around 91 housing units as shown in appendix 4. However, initial viability work (appendix 5 – exempt) suggests viability remains challenge and further work will be required to test the market and explore delivery models. Further technical work is also required to assess viability with regards to the housing mix, including opportunities to provide affordable housing, delivery different housing products and explore the potential for longer term revenue opportunities for the Council.
- 5.15 Given a potential viability gap, there is also a need to review external funding opportunities, including exploring the involvement of Homes England in helping progress the scheme. Early conversations with Homes England are positive, but if the Council wishes to progress a scheme, this would need to be formalised by way of a bid and the preparation of a full business case.
- 5.16 In parallel, work has also been undertaken to scope a potential outline planning application. A number of planning considerations have been

identified, including flood risk, heritage/proximity to listed buildings, transport & highways issues and local resident consultation. Parking provision and impact on the wider provision of parking in the town centre would also be a consideration. These would all need to be considered in detail and supporting work undertaken prior to an outline planning application being submitted. If the Council itself was to be an applicant, it would rightly need to follow normal and due process as per any applicant and it has been advised to enter into formal pre-application discussions prior to any submission.

- 5.17 The Council securing outline planning consent would help de-risk the scheme to an extent and therefore is likely to add value and/or make the scheme more attractive to a private developer. As such, there may be merit in pursuing this approach, however Cabinet are advised there will be considerable work required to get to this stage and associated costs, therefore it is recommended in the first instance a more detailed full business case is developed, supported by some further technical work, market testing and consideration of delivery options, both for this site and as part of a wider town centre delivery package.

Access & Public realm

- 5.18 Alongside work to progress Plaza East and Bulbeck Road, a package of access & public realm projects has also been developed. These are designed to complement and support delivery of the wider regeneration plans for Havant Town Centre.
- 5.19 Improvements to the public realm will form a key part of the transformation to the town centre, creating a high quality and attractive environment for existing residents, businesses and for potential investors. The promotion of active travel routes and enhancements to other sustainable transport solutions including bus and rail travel, will also be vitally important as a contributory measure to reduce car-based travel.
- 5.20 Appendix 6 sets out the public realm and active travel projects that are currently underway or in the pipeline in and around Havant town centre. It can be seen that of the 11 projects (eight active travel, two combined active travel and public realm and one public realm) that an initial estimate of timescale for delivery is set out together with an initial ranking based on deliverability within the council's authority (i.e., ownership and complexity of organisation and collaboration required for delivery) and funding. Whilst there are four projects that are funded and progressing well – AT1 phase 1 National Cycle Network (NCN) 22 Petersfield Road; AT2 Elmleigh Road; AT4/PR1 Phase 1 Station forecourt and AT7 Park Road South, these are primarily Hampshire County Council (HCC) led schemes, where HBC is providing varying levels of input. These projects are funded and will be delivered; therefore, no new decision is required other than to continue to give them full council support and officers continue to plan for their integration with other related and complementary projects.

- 5.21 There are four projects where HBC is collaborating with HCC to develop them, but they are currently unfunded. AT1 NCN 22 link to NCN 2; AT3 Havant Station Footbridge; AT8 A27 underpass and AT9 Hayling Billy Trail Route options. Each of these are critically important to the whole regeneration programme albeit they require further work as part of longer term project delivery.
- 5.22 The projects on which HBC can influence more directly are those that we have been formally progressing with external organisations and/or are wholly within the ownership of HBC and include AT5 Havant Park and AT6 Warblington footbridge. These projects will also provide an opportunity, and indeed require, collaborative working with other infrastructure providers including Hampshire County Council, Network Rail and South Western Railway.
- 5.23 **Havant Park:** Located in the heart of the town centre and a vital part of the regeneration plans, the park provides a valuable community and recreation asset. The Civil Engineering & Landscape Team (CELT) have drafted a feasibility study which formed part of the work to accompany the Levelling Up Fund bid submitted earlier this year. The study envisages the park offering a modern high quality facility that maximises its potential. The current draft study, following initial stakeholder comments, is attached at Appendix 7 and it is requested that Cabinet note the current draft and approval the progression of further design work and to undertake further community and stakeholder engagement as part of developing a business case to fund the proposals.
- 5.24 **Warblington footbridge:** This project has been the subject of a separate Cabinet approval process in December 2021. Co-ordinating its progress with the access and public realm aspect of Havant Town Centre regeneration offers an opportunity to boost accessibility and active travel to the town centre. The local benefits of a new footbridge include improved access to Warblington school and enhancing a key cycle route, NCN 2. This project has been led by CELT who have been collaborating with Network Rail over the last couple of years to secure GRIP 2 approval of the options for a new bridge. The GRIP process has been productive and a positive working relationship developed which will enable the GRIP 3 and 4 stages to be pursued at pace. Significant resource and effort has been put into this work and at this stage it appears that the bridge can be delivered, subject to securing the final funding gap, currently approximately £800,000.
- 5.25 In summary it is recommended that the key infrastructure package projects that are taken forward by officers are:
- i. AT1 National Cycle Network (NCN)22 – Petersfield Road – Phase 1 implementation
 - ii. AT2 Elmleigh Rd LTN1/20 scheme – Design and implementation
 - iii. AT4 / PR 1 – Havant Station Forecourt – Phase 1 implementation
 - iv. AT 5 / PR2 – Havant Park – Design, engagement and funding options for implementation

- v. AT9 - Hayling Billy Trail (HBT) - Route Options – Further design development and funding options for implementation

Relationship to strategy

- 5.26 The development of the Strategy, Delivery Programme and various projects set out in this paper align strongly with all themes as set out in Corporate Strategy 2022-25:
- **Theme 1 - An environmentally aware and cleaner Borough:** the Strategy will align to aspirations for a cleaner, greener borough with projects targeting low or zero carbon where appropriate.
 - **Theme 2 - A safe environment, healthier and more active residents:** the Strategy, programme and projects will seek to create places that are safe, encourage healthy and active lifestyles and support positive place-making for residents.
 - **Theme 3 - A thriving local economy:** the Strategy will act as an Economic Strategy for the Council, driving forward economic growth and supporting a thriving and prosperous economy.
 - **Theme 4: A revitalised borough with infrastructure that meets our ambitions** – the Strategy, programme and projects will seek to deliver infrastructure (either directly or via partners) that will deliver the regeneration aspirations for the Council.
 - **Theme 5: A responsive and commercial Council:** the Strategy will align to the Council's Financial Strategy to create opportunities for income generation and to seek to create self-sustaining places.
 - **Theme 6: A quality home for all:** the project will seek to create and support opportunities for accelerated housing delivery, focussing on both quality and mix to ensure residents needs are met and the regeneration aspirations realised.
- 5.27 In September 2021, Cabinet approved the refresh of the Havant Regeneration Strategy (2018). The refreshed Regeneration Strategy, to be known as the Regeneration & Economy Strategy is being considered by Cabinet and Council in early 2022 and will be shaped around three key strands; Successful People, Sustainable Places and Better Business. In the sustainable places strand, the strategy retains a clear spatial focus on four key priority areas, including Havant Town Centre. The work detailed in this paper forms part of the Havant Town Centre regeneration Programme, which sits within the Borough wide regeneration programme.
- 5.28 The work also aligns closely to and seeks to support delivery of the (existing and emerging) Local Plan. A specific objective of the Havant Town Centre projects will be supporting delivery of key housing sites, as well as supporting delivery of wider planning policies including infrastructure and wider town centre facilities.
- 5.29 Further, this work seeks to directly support the ambitions and priorities set out in the Council's recently adopted Climate Change and Environment Strategy. In terms of Plaza East and Bulbeck car park, the Council will strive to secure

delivery of low carbon schemes, which will directly contribute to the objectives of the strategy and our ambitions for Net Zero carbon emissions. Delivery of the public realm and access projects will create additional green open space, green infrastructure and enhanced active travel routes. As work progresses, other opportunities for aligning to the strategy will be identified, with the potential for additional electric vehicle charging points and other similar initiatives being explored.

6 Options Considered

- 6.1 **Plaza East** – the site could be left ‘as is’ and continue to provide car parking. However, this would not support the objectives of the Regeneration & Economy Strategy or support the housing delivery aspirations as set out in the Local Plan. Opportunities to deliver a first phase of a comprehensive Plaza campus project would be lost. The site could be disposed of by way of a direct sale, but the Council would have limited control over the development and there is little prospect of it generating a capital receipt in that form.
- 6.2 **Bulbeck Road car park** – the site could be left ‘as is’ and continue to provide town centre parking. However, this would not support the objectives of the Regeneration & Economy Strategy or support the housing delivery aspirations as set out in the Local Plan. The site could be disposed of by way of a direct sale, but the Council would have limited control over the development and viability changes with a site where little work has been carried out to ‘de-risk’ it would mean there is little prospect of a capital receipt. Further, the site may become stalled as it might not be deemed attractive to the market in its current form.
- 6.3 **Access & Public realm package** – projects could be identified and progressed in a piecemeal fashion and without a clear sense of priorities. This could give rise to projects being delivered, which may not give rise to the maximum benefit and/or pressures on existing funding streams may arise if not managed in a coordinated way. Opportunities to work strategically with and influence partners and other infrastructure providers would be lost.

7 Resource Implications

Financial Implications

- 7.1 Costs will met by existing staffing budgets or other successful grant funding bids. Where additional specialist support or advice is required, the cost of this will be met within existing budgets or with the benefit of external funding.
- 7.2 Further as the projects are developed, any future costs (capital and revenue) associated with the delivery of those projects will be considered in detail as part of further business cases and any decisions to proceed with those projects will enable the financial implications to be considered in detail by Cabinet or Council, as appropriate.

Section 151 Officer comments

Date: 1st February 2022

There are no additional financial implication as a result of this report. Any proposed further expenditure arising from the current work will be the subject of future reports to members.

Matthew Tiller
Head of Finance (Deputy Section 151 Officer)

Human Resources Implications

- 7.3 The work to deliver and implement the Havant Town Centre regeneration programme will be led by the Head of Regeneration, Economy and Assets. It will be delivered through a flexible resourcing strategy with a combination of in-house by officers and by ongoing consultant support

Information Governance Implications

- 7.4 None arising from this report. Information Governance will be considered at detailed project level and managed appropriately and in accordance with regulations and guidelines.

Links to Shaping our Future Programme

- 7.5 This work forms part of the wider work programme to support the Regeneration & Economy Strategy. The strategy aligns strongly to the Shaping Our Future Programme and will directly support the ambition to transform the Council into a modern, fit for purpose and forward -thinking Local Authority. For Havant Town Centre, the ambition is to make it a vibrant and sustainable place with sustained economic prosperity, with further inward investment and strong partnership working. This directly links to and supports the ambitions set out in the Shaping Our Future Programme.

Shaping our Future Lead comments

Date: 3rd February 2022

Shaping our Future Lead – no additional comments.

Kim Sawyer

Other resource implications

7.6 None.

8 Legal Implications

- 8.1 Approval of the recommendations in this report may require the engagement of external consultants and this will need to be undertaken in accordance with Contract Standing Orders. The consultancy agreement will need to reflect any conditions of the grant funding.
- 8.2 The procurement of a development partner must be undertaken in accordance with Contract Standing Orders and the public procurement regulations.

James Paterson 14th December 2021

Monitoring Officer comments

The recommendations made in this report and the content which underpins them are consistent with the Council's ambitions under its Corporate Strategy.

Other than those appearing above, there are no current legal implications although these may arise and will need to be assessed as proposals develop

(Mark Watkins, Deputy Monitoring Officer 03.02.22)

9 Risks

- 9.1 No significant identified risks directly arising from this report. However, it is recognised that there will inevitably be a series of risks associated with each of the projects and these are likely to fall into the following categories;
- Financial – risk of budget overspend and financial impact on Council.
 - Legal – any legal risks arising from contractual obligations or liabilities.
 - Quality – risks associated with non-delivery of objectives of the programme and lack of quality.
 - Reputational – risk to the Council's in terms of relationships and reputation.
- 9.2 These risks will be identified and considered in detail at project level. Risk registers will be created as part of the programme management documentation and monitored in accordance with best practice to ensure risks are appropriately managed.

10 Consultation

- 10.1 The Cabinet Lead for Regeneration and Estates, Executive Board and wider Cabinet have been consulted on this paper.
- 10.2 Overview & Scrutiny Committee are due to be briefed on the paper as a pre-scrutiny item.
- 10.3 Engagement and consultation has been undertaken with a wide range of key partners and stakeholders, including;
- Homes England
 - Hampshire County Council
 - Solent Local Enterprise Partnership (SLEP)
 - Havant Business Partnership
 - Network Rail/SWR
 - Spring Arts Centre
- 10.4 Moving forward, engagement and consultation will be important to ensure stakeholder buy-in and to get the best outcomes for the local community. As part of the borough wide regeneration programme, a bespoke engagement and consultation approach will be developed for each of the spatial priority areas, including Havant Town Centre. Engagement will be embedded in the new governance and working arrangements as the programmes of work develop.

11 Communication

- 11.1 Communications will remain an important feature of the regeneration programme of work. A variety of methods will be used to keep people updated and communicate key messages, including updates via the programme website (www.havewithhavant.co.uk), social media channels and other methods as appropriate. A Communications Strategy will be developed to support the Regeneration Programme, and this will include the Havant Town Centre programme.

12 Appendices:

- Appendix 1 – Civic Plaza Sketchbook
- Appendix 2 (EXEMPT) – Plaza Viability
- Appendix 3 (EXEMPT) – Bulbeck Road Outline Business Case
- Appendix 4 – Bulbeck Road Sketchbook
- Appendix 5 (EXEMPT) – Bulbeck Road Viability
- Appendix 6 – Access & Public Realm package
- Appendix 7 – Havant Park

13 Background Papers:

Cabinet decision related to approval to refresh the Regeneration Strategy and agreement to progress priority projects.

<https://hcsnew.files.wordpress.com/2021/08/havant-regeneration-programme-update-and-approval-of-next-steps.pdf>

Havant Borough Council Corporate Strategy

<https://cdn.havant.gov.uk/public/documents/Havant%20Borough%20Council%20Corporate%20Strategy%202020-24.pdf>

Havant Borough Council Local Plan

<https://www.havant.gov.uk/local-plan>

Agreed and signed off by:

Monitoring Officer: 03.02.22

S151 Officer: 01.02.22

Director: 19.01.22

Portfolio Holder: 19.01.22

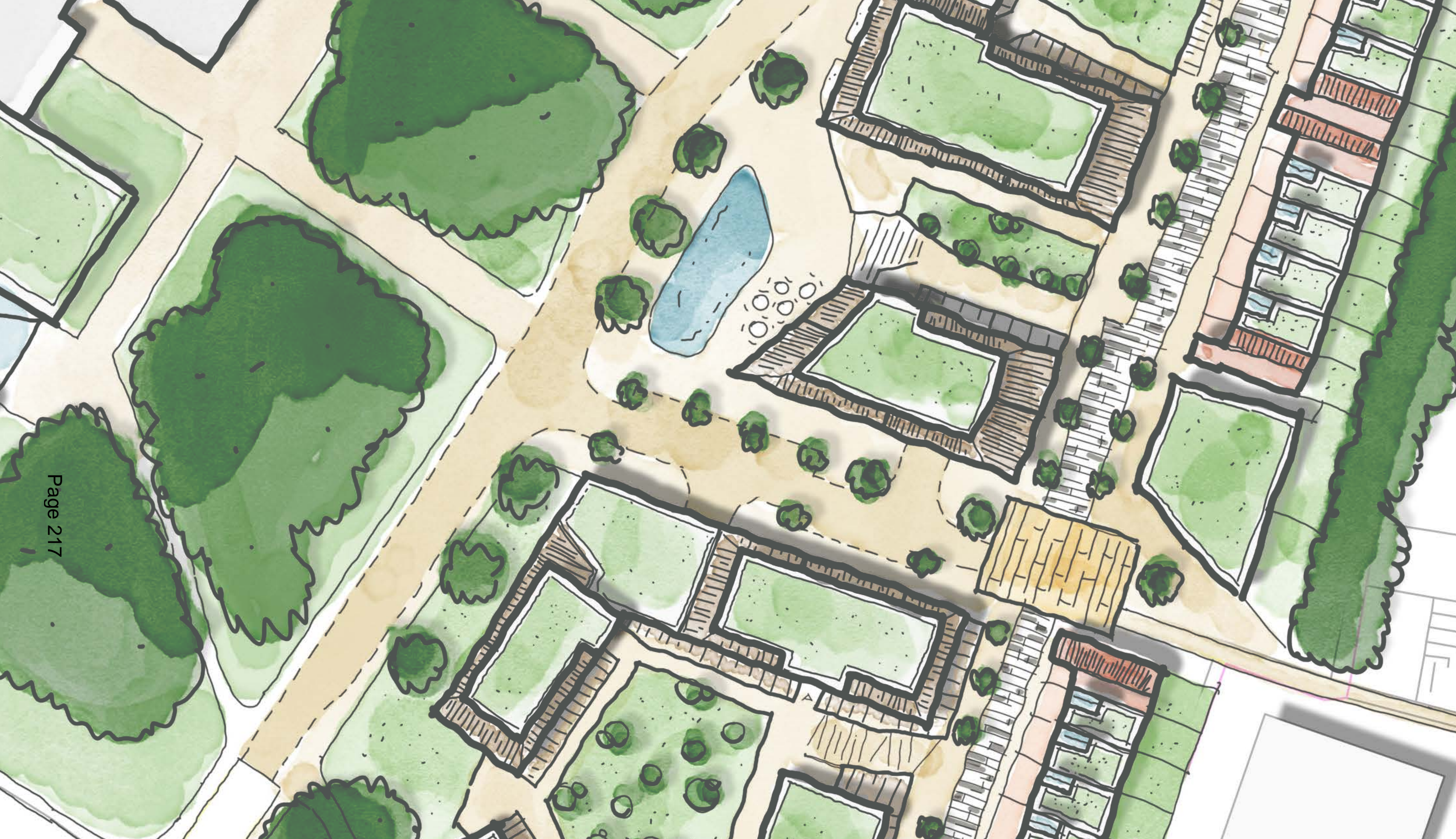
Contact Officer: Clare Chester

Job Title: Head of Regeneration, Economy & Assets

Telephone: 01730 234353

E-Mail: clare.chester@easthants.gov.uk

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CIVIC PLAZA, HAVANT

SKETCHBOOK
DECEMBER 2021
REV D

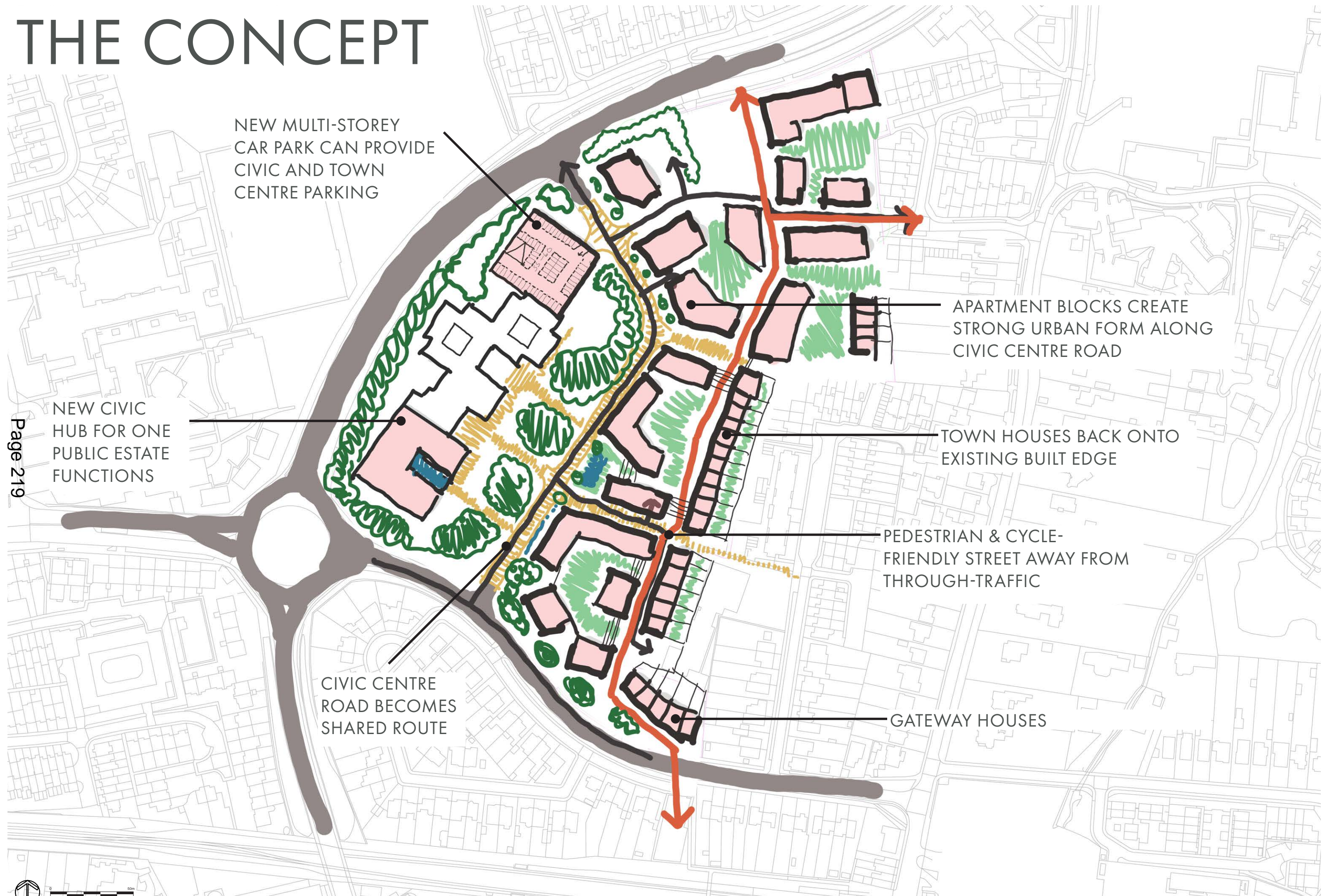
THE SITE PARCELS

Zones and Existing Development

Element (Zone, Building)	Size	Unit	Floor
A1 - CIVIC CENTRE CAR PARK	1.03 ha		GF
A2 - ONE PUBLIC ESTATE	0.97 ha		
Havant Police Station	0.22 ha		
National Probation Service	0.03 ha		
A3 - ONE PUBLIC ESTATE	0.24 ha		+1F
Havant Job Centre	0.08 ha		+1F
B - CIVIC PLAZA	2.56 ha		1F
Civic Centre	0.39 ha		1F
C1 - HEALTH CENTRE	0.66 ha		
Havant Health Centre	0.19 ha		
C2 - METHODIST CHURCH	0.22 ha		
Havant Methodist Church	0.05 ha		
C3 - NORTHERN CAR PARK	0.29 ha		
D - LEISURE CENTRE	1.38 ha		
Havant Leisure Centre	0.73 ha		
Spine Street	0.25 ha		
TOTAL	7.6 ha		



THE CONCEPT



ILLUSTRATIVE MASTERPLAN



THE MASTERPLAN CREATES THE OPPORTUNITY FOR URBAN TOWN CENTRE LIVING FOR 501 NEW HOMES, WITH QUIETER PEDESTRIAN-FRIENDLY ROUTES AND SPACES WOVEN THROUGHOUT THE SCHEME

THE CENTRAL MOVEMENT CORRIDOR IS FOCUSED AROUND LIVING, PEDESTRIANS AND CYCLES, WITH ONLY ACCESS AND MOVEMENT OF VEHICLES TO DWELLINGS. THIS CREATES A MEWS STREET WITH NEW HOUSES AND APARTMENTS OVERLOOKING THE STREET, WITH PLENTY OF GARDEN AND LANDSCAPING OPPORTUNITIES

THE MAJORITY OF VEHICULAR MOVEMENT IS RETAINED ON THE CIVIC CENTRE ROAD, BUT WITH OPPORTUNITIES TO CREATE SHARED SURFACES AND SLOW DOWN THE MOVEMENT AND SPEED OF VEHICLES TO MAKE IT SAFER AND MORE WELCOMING

WITHIN THE CENTRE OF THE SITE, THERE ARE OPPORTUNITIES FOR A FEATURE SPACE, TO CREATE A FOCAL AREA WHICH BRINGS TOGETHER BOTH THE RESIDENTS AND THE EMPLOYMENT USES FOUND ACROSS THE SITE. THE 'HAMAN FUNTA' REFERENCES THE HISTORY AND IMPORTANCE OF SPRINGS AND 'FONTS' WITHIN HAVANT AND COULD FORM PART OF THE FEATURE ELEMENT WITHIN THE SCHEME

TOWN HOUSES PROVIDE A TRANSITION TO ADJACENT EXISTING HOMES, PROVIDING AN APPROPRIATE TRANSITION IN APPEARANCE, HEIGHT AND FORM TO THE TALLER APARTMENTS LOCATED MORE CENTRALLY WITHIN THE SCHEME

PARCELS CAN BE BROUGHT FORWARD INDEPENDENTLY OF EACH OTHER, WITH INTERNAL STREETS AND SPACES WORKING WITHIN STANDALONE PHASES. WHEN LINKED TOGETHER, STREETS CONNECT TO CREATE THE WIDER OPPORTUNITIES CREATED ACROSS THE MASTERPLAN

PHASING



REGENERATION & ECONOMY STRATEGY: PRIORITY THEMES & OBJECTIVES

THEME 1: SUSTAINABLE PLACES

Our core priority theme will continue to focus on sustainable places and infrastructure development in order to drive sustainable economic growth and develop a more resilient, inclusive and adaptable economy. Objectives Transforming Havant Town Centre as a place to live, work and invest

The Climate Change and Environment Strategy (2021 to 2026) sets out two high level objectives, namely, to reduce carbon emissions to net zero by 2050, and to protect and enhance the local natural environment. In meeting a carbon net-zero operation we will use our influence as community leaders and as the Local Planning Authority to deliver carbon net-zero developments, whilst securing a vibrant low-carbon economy.

To protect and enhance the local natural environment the Council will be taking an inclusive approach to deliver opportunities for active travel, appreciation and enjoyment of the coast, beaches and open green spaces. Working with partners including the Environment Agency and Southern Water we will continue to deliver sea water and freshwater improvements.

HAVANT BOROUGH COUNCIL - CLIMATE CHANGE AND ENVIRONMENTAL STRATEGY 2021-2026

HB2: PRIORITIES FOR GUIDING FUTURE DEVELOPMENT

HB2i - Minimise the climate impact of new development through our Local Plan policies and development management decisions. Embrace and enforce policies to reduce energy demand in dwellings such as the Future Homes Standard, Living with Beauty, and others as appropriate. Leading by example, minimise the climate and environmental impacts of Havant Borough Council's own projects.

HB2ii - Adopt approaches for delivery of new homes that meet or exceed energy standards. Seek better protection for households through engagement with house builders, social landlords, and through effective, resourced enforcement.

HB2iii - Reinforce and implement policy and initiatives for low-carbon transport. Prioritise compelling options for active travel, walking and cycling, and insist on best practice for infrastructure design and paths. Ensure alternatives to fossil fuels through promoting investments in infrastructure for electric-vehicles, and green hydrogen hubs for HGVs.

PHASE 1



PHASE 2



PHASE 3



PHASE 4



CENTRAL CAR PARK

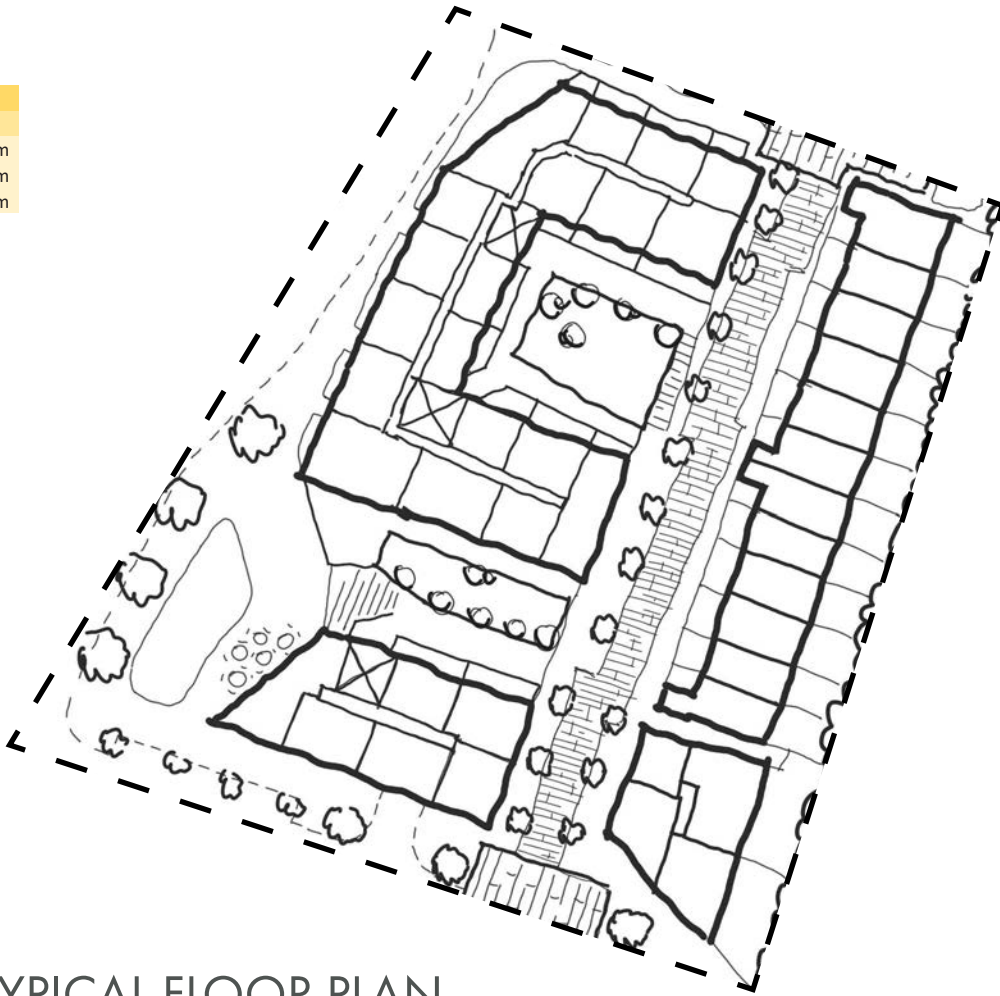


DEVELOPMENT SCHEDULE - 166 HOMES

DEVELOPMENT SCHEDULE											
Block	No. storeys	Floor	Use	Floor Area (M2 GEA)	TOTAL GEA M2	TOTAL GIA M2	TOTAL GIA SQFT	TOTAL NIA M2	TOTAL NIA SQFT	Unit Split	No. units
CIVIC CENTRE CAR PARK											
A	6	GF	RESI FLAT	785	8,187	7,778	83,718	6,222	66,974	1 bed 2 bed 3 bed Ap Total	51 43 7 101
		1		1605							
		2		1605							
		3		1605							
		4		1605							
		5		982							
B	5	GF	RESI FLAT	408	2,528	2,402	25,851	1,921	20,680	1 bed 2 bed 3 bed Ap Total	16 13 2 31
		1	RESI FLAT	580							
		2		580							
		3		580							
		4		380							
C	4	GF	RESI FLAT	107	1,247	1,185	12,751	948	10,201	1 bed 2 bed 3 bed Ap Total	8 7 1 15
		1		380							
		2		380							
		3		380							
D	3		3 BED HOUSE AREA	136	1,863	1,770	19,050				14
	4		4 BED HOUSE AREA	180	720	684	7,363				4
CAR PARKING FOR FLATS					2,181					Total Units	166
										spaces	99

HOUSING MIX

APARTMENT UNITS		
	UNIT MIX	AVERAGE UNIT SIZE
1BED	45%	55 sqm
2BED	45%	65 sqm
3BED	10%	85 sqm



TYPICAL FLOOR PLAN

Page 224



AN -
ON

ULE - RESIDENTIAL OPTION

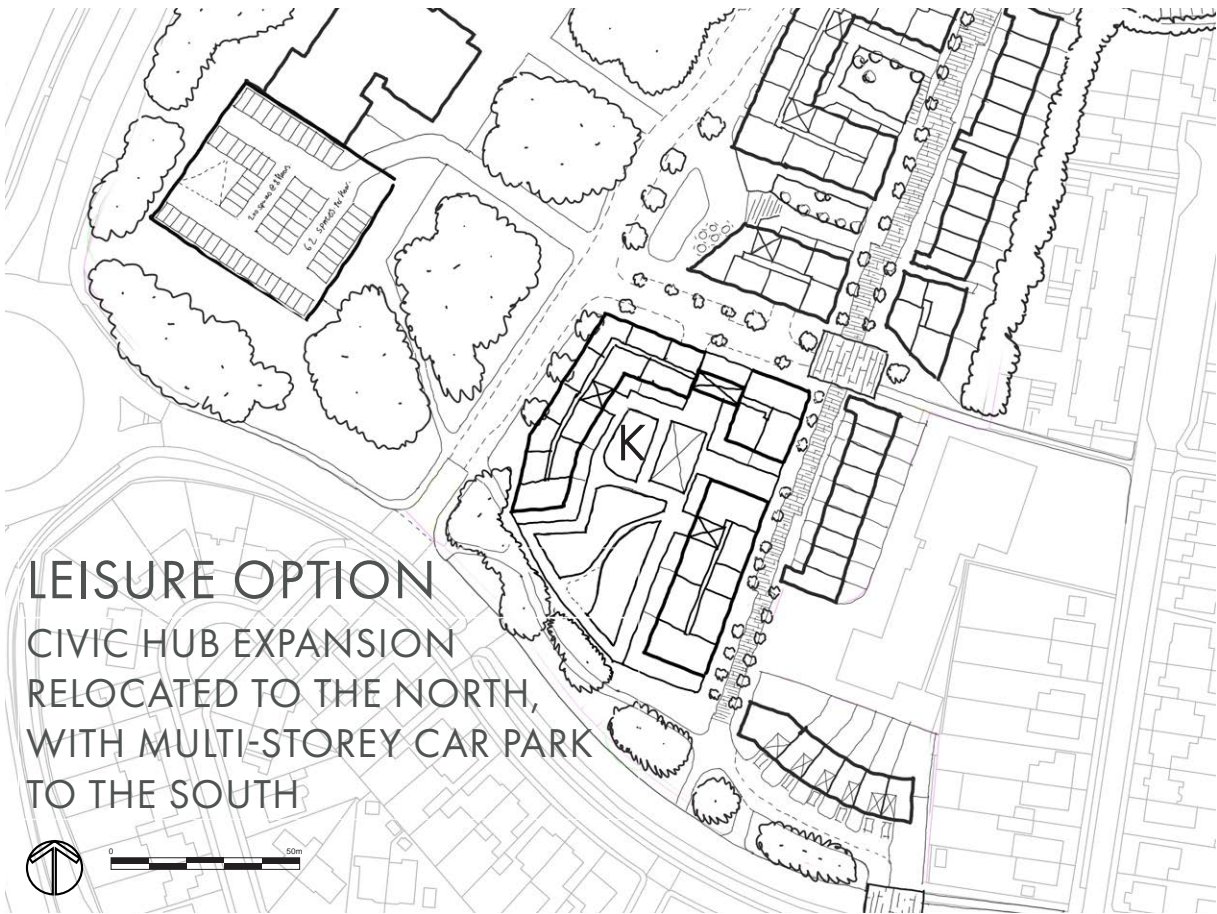
Block	No. storeys	Floor	Use	Floor Area (M2 GEA)	TOTAL GEA M2	TOTAL GIA M2	TOTAL GIA SQFT	TOTAL NIA M2	TOTAL NIA SQFT	Unit Split	No. units
ONE PUBLIC ESTATE										Total	
E	3		3 BED HOUSE AREA	136	1,350	1,283	13,805				10
	4		4 BED HOUSE AREA	180	360	342	3,681				2
F	4		4 BED HOUSE AREA	230	2,050	1,948	20,963				9
											21
RESI OPTION											
G	4	GF		176	1,166	1,108	11,923	886	9,539	1 bed	7
		1		330						2 bed	6
		2		330						3 bed	1
		3		330						Ap Total	14
H	4	GF		300	1,290	1,226	13,191	980	10,553	1 bed	8
		1		330						2 bed	7
		2		330						3 bed	1
		3		330						Ap Total	16
I	4	GF		230	1,265	1,202	12,936	961	10,348	1 bed	8
		1		345						2 bed	7
		2		345						3 bed	1
		3		345						Ap Total	16
J	6	GF		350	5,465	5,192	55,883	4,153	44,707	1 bed	34
		1		1150						2 bed	29
		2		1150						3 bed	5
		3		1150						Ap Total	68
		4		1150							
		5		515							
									Total Units	135	
CAR PARKING FOR FLATS					2,600				spaces	118	

CAR PARKING FOR FLATS

ONE PUBLIC ESTATE



RESIDENTIAL OPTION
CIVIC CENTRE SITE PROVIDES
CIVIC HUB TO THE SOUTH

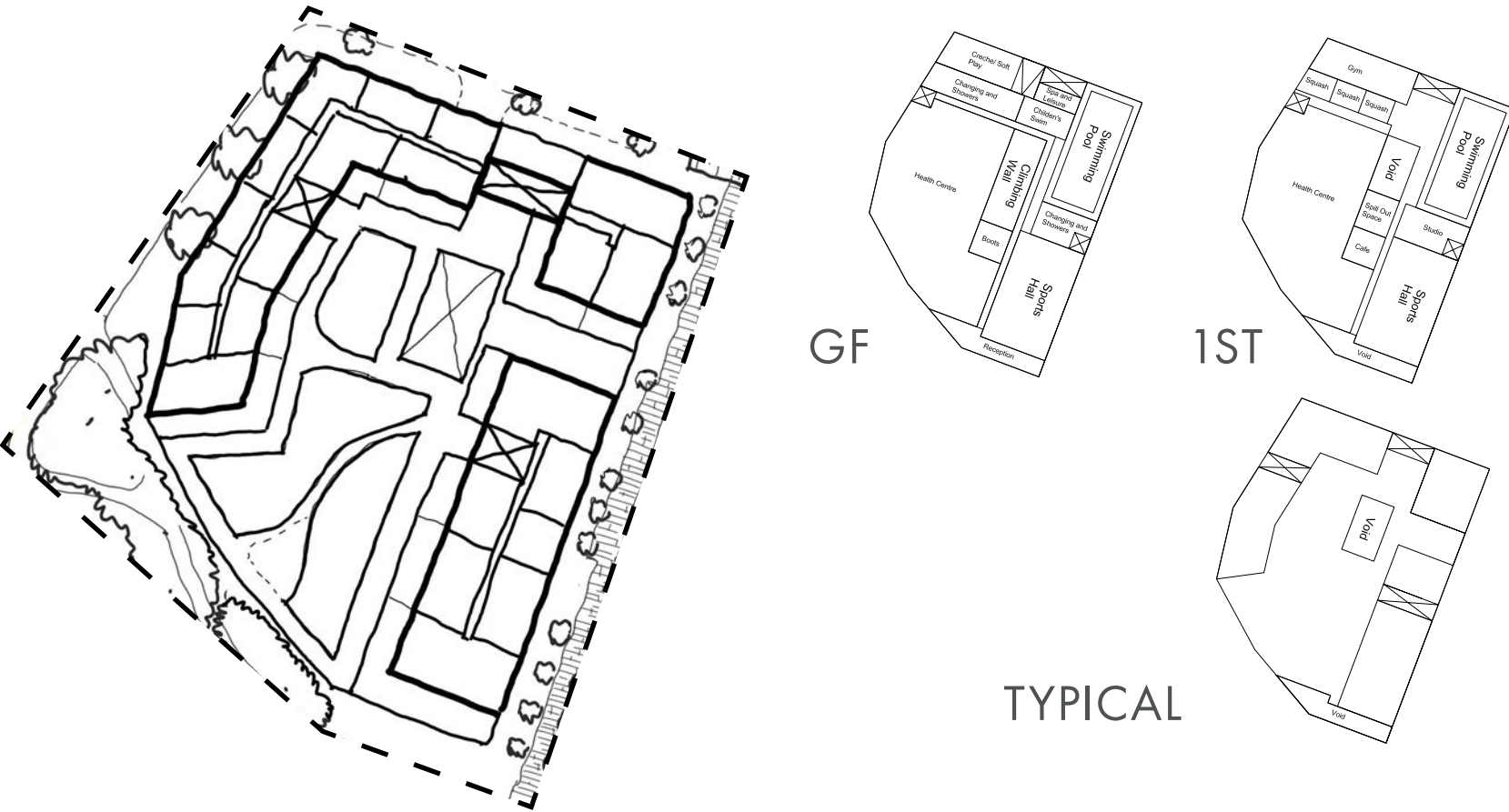


LEISURE OPTION
CIVIC HUB EXPANSION
RELOCATED TO THE NORTH,
WITH MULTI-STOREY CAR PARK
TO THE SOUTH

DEVELOPMENT SCHEDULE - LEISURE OPTION

Block	No. storeys	Floor	Use	Floor Area (M2 GEA)	TOTAL GEA M2	TOTAL GIA M2	TOTAL GIA SQFT	TOTAL NIA M2	TOTAL NIA SQFT	Unit Split	No. units
ONE PUBLIC ESTATE											
LEISURE & RESI OPTION											
K	5	GF	LEISURE CENTRE	2909	5,989	5,690	61,242				
		GF	HEALTH CENTRE	1910	3,720	3,534	38,040				
		1	LEISURE CENTRE	3080							
		1	HEALTH CENTRE	1810							
		2	RESI	2190	5,918	5,622	60,516	4,498	48,413	1 bed	37
		3		2190						2 bed	31
		4		1538						3 bed	5
										Ap Total	73
										Total Units	73

- APPROX 73 NEW HOMES IN THE COMBINED BUILDING
- AN ENHANCED & EFFICIENT LEISURE OFFER, COMBINED WITH A NEW HEALTH CENTRE AND TOP FLOOR APARTMENTS
- CIVIC CENTRE SITE PROVIDES MULTI-STOREY CAR PARK TO THE SOUTH



TYPICAL FLOOR PLAN - LEISURE OPTION

CIVIC CENTRE



DEVELOPMENT SCHEDULE OPTIONS

Block	No. storeys	Floor	Use	Floor Area (M2 GEA)	TOTAL GEA M2	TOTAL GIA M2	TOTAL GIA SQFT	TOTAL NIA M2	TOTAL NIA SQFT	Unit Split	No. units
CIVIC PLAZA											
U	3		Employment	2311	6,933	6,586		5,269			
CAR PARKING					2,199					spaces per floor	110

- ONE PUBLIC ESTATE FUNCTIONS MAY BE ABSORBED INTO ADDITIONAL CAPACITY WITHIN THE CIVIC CENTRE BUILDING
- A PROPOSED NEW HUB IS SHOWN SHOULD A NEW EXPANSION TO THE CIVIC CENTRE BE REQUIRED



IF THE LEISURE CENTRE IS RELOCATED WITHIN THE CIVIC PLAZA SITE, PLACING THE CAR PARK TO THE SOUTH WILL PROVIDE A GOOD RELATIONSHIP WITH BOTH THE LEISURE USES AND TOWN CENTRE

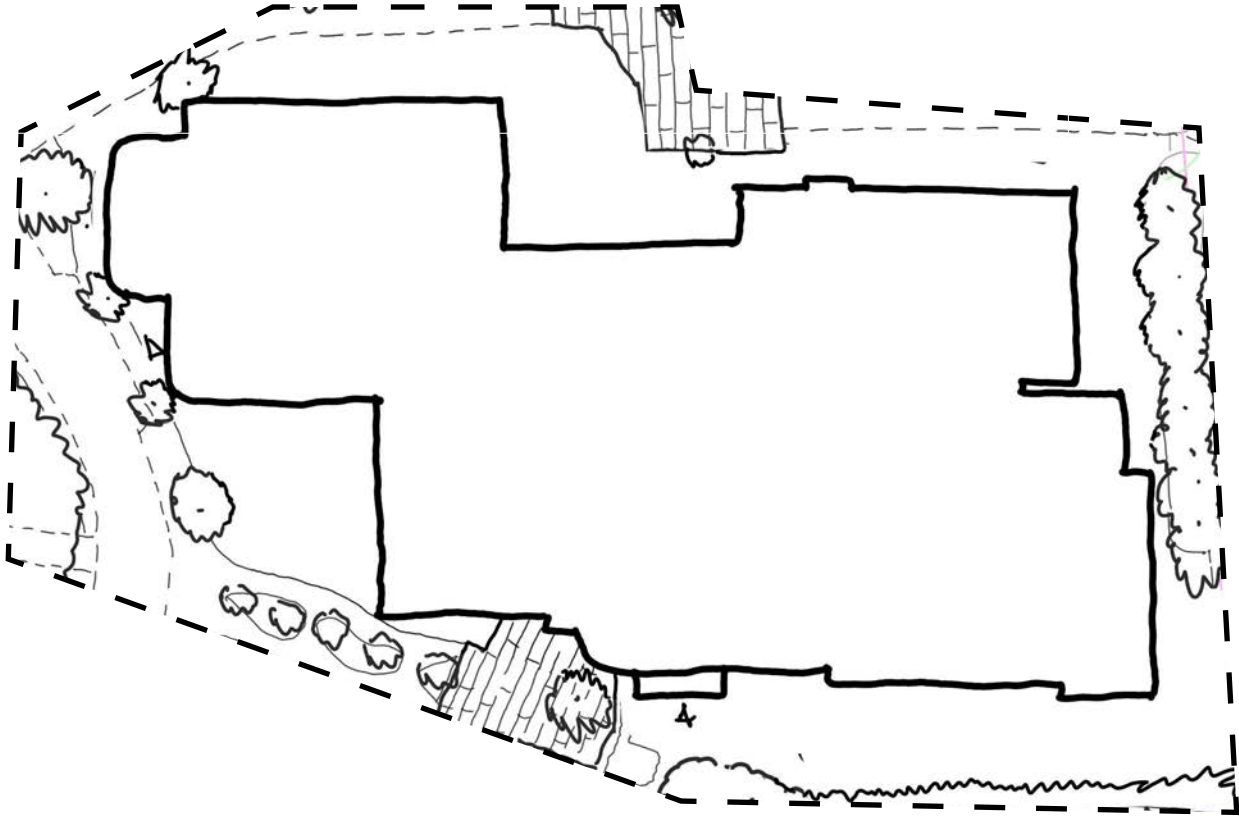
LEISURE CENTRE



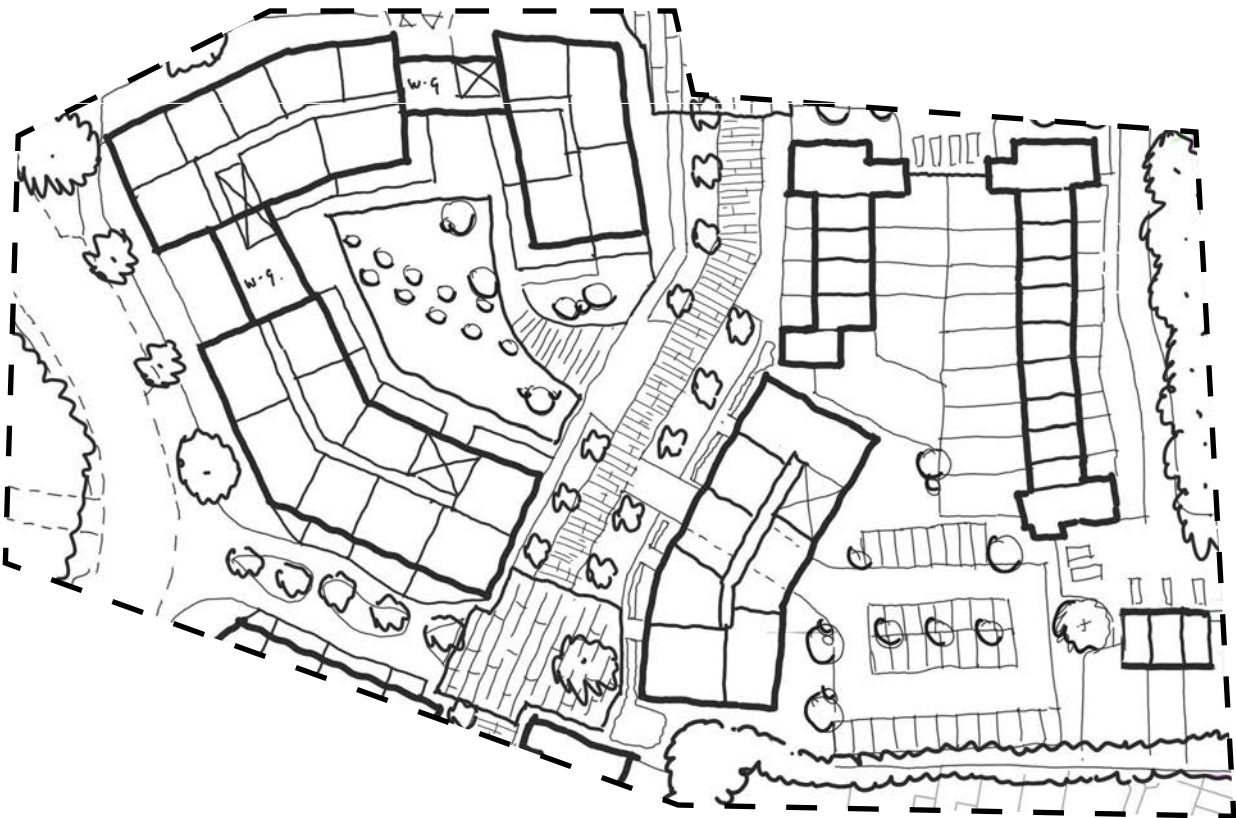
DEVELOPMENT SCHEDULE - 167 HOMES

Block	No. storeys	Floor	Use	Floor Area (M2 GEA)	TOTAL GEA M2	TOTAL GIA M2	TOTAL GIA SQFT	TOTAL NIA M2	TOTAL NIA SQFT	Unit Split	No. units
LEISURE CENTRE SITE											
L	3		3 BED HOUSE AREA	136	1494	1,419	15,277				11
	4		4 BED HOUSE AREA	180	360	342	3,681				2
M	3		3 BED HOUSE AREA	136	660						5
	4		4 BED HOUSE AREA	180	180						1
N	4	GF		468	2,448	2,326	25,033	1,860	20,026	1 bed	15
		1		660						2 bed	13
		2		660						3 bed	2
		3		660						Ap Total	30
O	5	GF		531	3,666	3,483	37,487	2,786	29,990	1 bed	23
		1		845						2 bed	19
		2		845						3 bed	3
		3		845						Ap Total	45
		4		600							
P	5	GF		450	4,075	3,871	41,670	3,097	33,336	1 bed	25
		1		960						2 bed	21
		2		960						3 bed	4
		3		960						Ap Total	50
		4		745							
Q	4	GF		250	1,810	1,720	18,509	1,376	14,807	1 bed	11
		1		630						2 bed	10
		2		630						3 bed	2
		3		300						Ap Total	22
CAR PARKING for O,P,Q					2,350					Total Units	167
CAR PARKING for N					650					spaces	107
										spaces	33

EXISTING LEISURE CENTRE FOOTPRINT



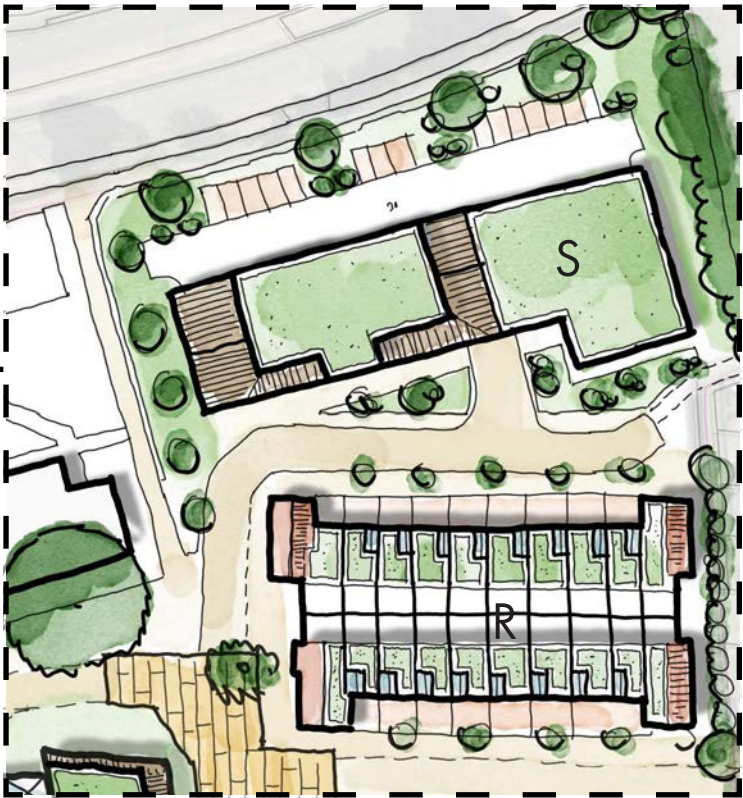
PROPOSED TYPICAL FLOOR PLAN



NORTHERN SITES



NORTHERN CAR PARK



HEALTH CENTRE OPTION

DEVELOPMENT SCHEDULE - 103 HOMES

Block	No. storeys	Floor	Use	Floor Area (M2 GEA)	TOTAL GEA M2	TOTAL GIA M2	TOTAL GIA SQFT	TOTAL NIA M2	TOTAL NIA SQFT	Unit Split	No. units
HEALTH CENTRE											
R	3		3 BED HOUSE AREA	135	2,571	2,442	26,290				19
	4		4 BED HOUSE AREA	330	1,320	1,254	13,498				4
S	4	GF		518	3,798	3,608	38,837	2,886	31,070	1 bed	24
		1		1230						2 bed	20
		2		1230						3 bed	3
		3		820						Ap Total	47
										Total Units	70
CAR PARKING for S				1,000					spaces	50	
NORTHERN CAR PARK											
T	4	GF		746	2,698	2,563	27,589	2,050	22,071	1 bed	17
		1		746						2 bed	14
		2		746						3 bed	2
		3		460						Ap Total	33
										Total Units	33
Car parking				600					spaces	33	

SUMMARY



APPROX 501 NEW HOMES WHILST RETAINING THE HEALTH CENTRE

A MIX OF NEW HOUSES (57) AND APARTMENTS (444)

APPROX 6900M2 OF NEW EMPLOYMENT WITHIN THE CIVIC PLAZA HUB BUILDING

NEW PEDESTRIAN FRIENDLY SPACES, WITH A CIVIC PLAZA HUB FOR SUSTAINABLE TRANSPORT

TOWN CENTRE PARKING STANDARD FOR FLATS OVER 50% PROVISION

HOUSES HAVE 100% PARKING PROVISION

HAMAN FUNTA - REFERENCE TO HAVANT SPRINGS AND HERITAGE AS A FOCUS

DEVELOPMENT SCHEDULE												Unit Split	No. units
Block	No. storeys	Floor	Use	Floor Area (M2 GEA)	TOTAL GEA M2	TOTAL GIA M2	TOTAL GIA SQFT	TOTAL NIA M2	TOTAL NIA SQFT				
CIVIC CENTRE CAR PARK													
A	6	GF	RESI FLAT	785	8,187	7,778	83,718	6,222	66,974	1 bed	51		
		1		1605						2 bed	43		
		2		1605						3 bed	7		
		3		1605						Ap Total	101		
		4		1605									
	5	5	982										
B	5	GF	RESI FLAT	408	2,528	2,402	25,851	1,921	20,680	1 bed	16		
		1		580						2 bed	13		
		2		580						3 bed	2		
		3		580						Ap Total	31		
		4		380									
C	4	GF	RESI FLAT	107	1,247	1,185	12,751	948	10,201	1 bed	8		
		1		380						2 bed	7		
		2		380						3 bed	1		
		3		380						Ap Total	15		
D	3	4	3 BED HOUSE AREA	136	1,863	1,770	19,050	7,363			14		
			4 BED HOUSE AREA	180						684		4	
CAR PARKING FOR FLATS					2,181						Total Units spaces	166	99

ONE PUBLIC ESTATE												
E	3		3 BED HOUSE AREA	136	1,350	1,283	13,805					10
F	4		4 BED HOUSE AREA	180	360	342	3,681					2
	4		4 BED HOUSE AREA	230	2,050	1,948	20,963					9
											Total	21
RESI OPTION												
G	4	GF		176	1,166	1,108	11,923	886	9,539	1 bed	7	
		1	330	2 bed						6		
		2	330	3 bed						1		
		3	330	Ap Total						14		
H	4	GF		300	1,290	1,226	13,191	980	10,553	1 bed	8	
		1	330	2 bed						7		
		2	330	3 bed						1		
		3	330	Ap Total						16		
I	4	GF		230	1,265	1,202	12,936	961	10,348	1 bed	8	
		1	345	2 bed						7		
		2	345	3 bed						1		
		3	345	Ap Total						16		
J	6	GF		350	5,465	5,192	55,883	4,153	44,707	1 bed	34	
		1	1150	2 bed						29		
		2	1150	3 bed						5		
		3	1150	Ap Total						68		
		4	1150									
		5	515									
CAR PARKING FOR FLATS											Total Units spaces	135
				2,600								118

ONE PUBLIC ESTATE LEISURE & RESI OPTION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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		1	LEISURE CENTRE	3080																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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LEISURE CENTRE SITE											
L	3		3 BED HOUSE AREA	136	1494	1,419	15,277				11
	4		4 BED HOUSE AREA	180	360	342	3,681				2
M	3		3 BED HOUSE AREA	136	660						5
	4		4 BED HOUSE AREA	180	180						1
N	4	GF		468	2,448	2,326	25,033	1,860	20,026	1 bed	15
		1	660	2 bed						13	
		2	660	3 bed						2	
		3	660	Ap Total						30	
O	5	GF		531	3,666	3,483	37,487	2,786	29,990	1 bed	23
		1	845	2 bed						19	
		2	845	3 bed						3	
		3	845	Ap Total						45	
		4	600								
P	5	GF		450	4,075	3,871	41,670	3,097	33,336	1 bed	25
		1	960	2 bed						21	
		2	960	3 bed						4	
		3	960	Ap Total						50	
Q	4	GF		250	1,810	1,720	18,509	1,376	14,807	1 bed	11
		1	630	2 bed						10	
		2	630	3 bed						2	
		3	300	Ap Total						22	
CAR PARKING for O,P,Q					2,350					Total Units	167
CAR PARKING for N					650					spaces	107
										spaces	33

HEALTH CENTRE													
R	3	3 BED HOUSE AREA		135	2,571	2,442	26,290					19	
	4	4 BED HOUSE AREA		330	1,320	1,254	13,498					4	
S	4	GF		518	3,798	3,608	38,837	2,886	31,070	1 bed	24		
		1		1230						2 bed	20		
		2		1230						3 bed	3		
		3		820						Ap Total	47		
										Total Units spaces	70		
CAR PARKING for S					1,000							50	

NORTHERN CAR PARK											
T	4	GF	746	2,698	2,563	27,589	2,050	22,071	1 bed	17	
		1	746						2 bed	14	
		2	746						3 bed	2	
		3	460						Ap Total	33	
									Total Units	33	
Car parking				600				spaces	33		

CIVIC PLAZA			
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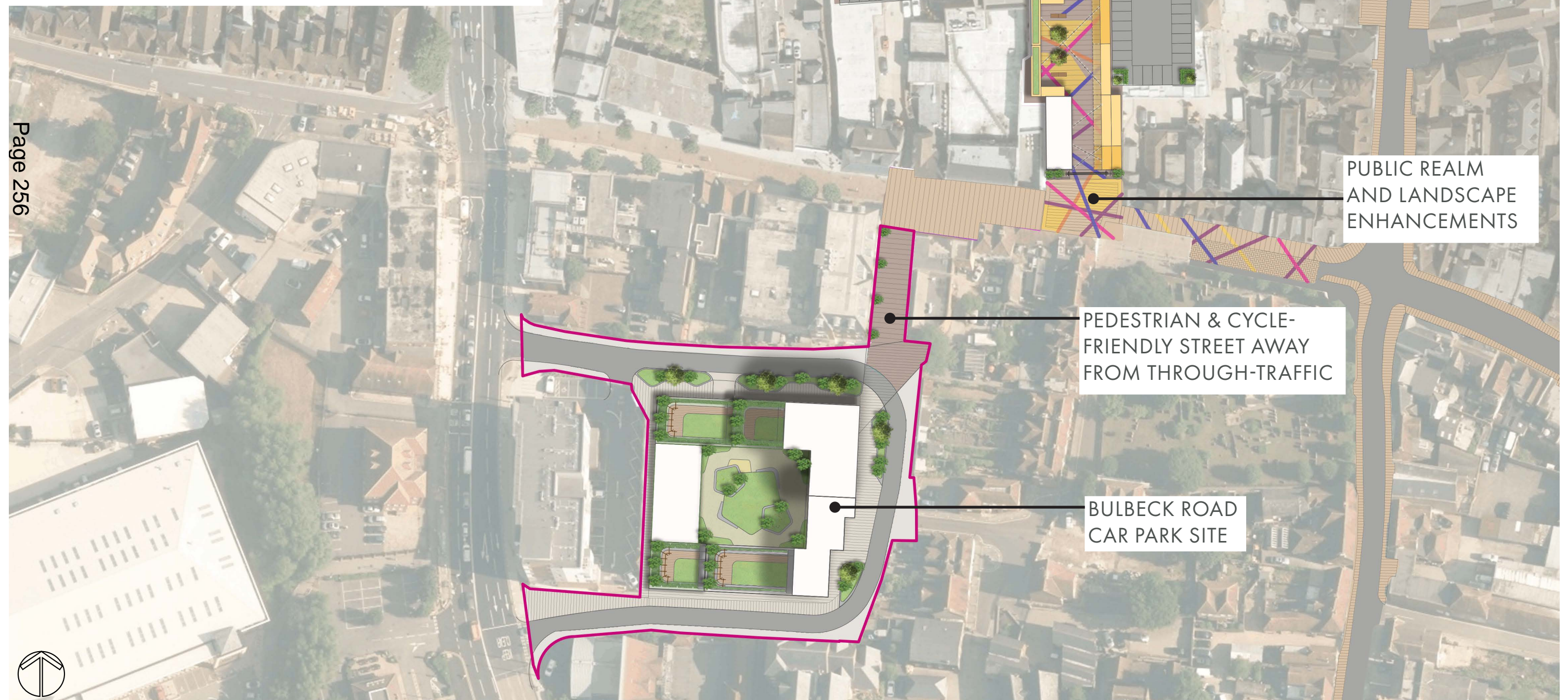
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BULBECK ROAD, HAVANT

SKETCHBOOK
DECEMBER 2021

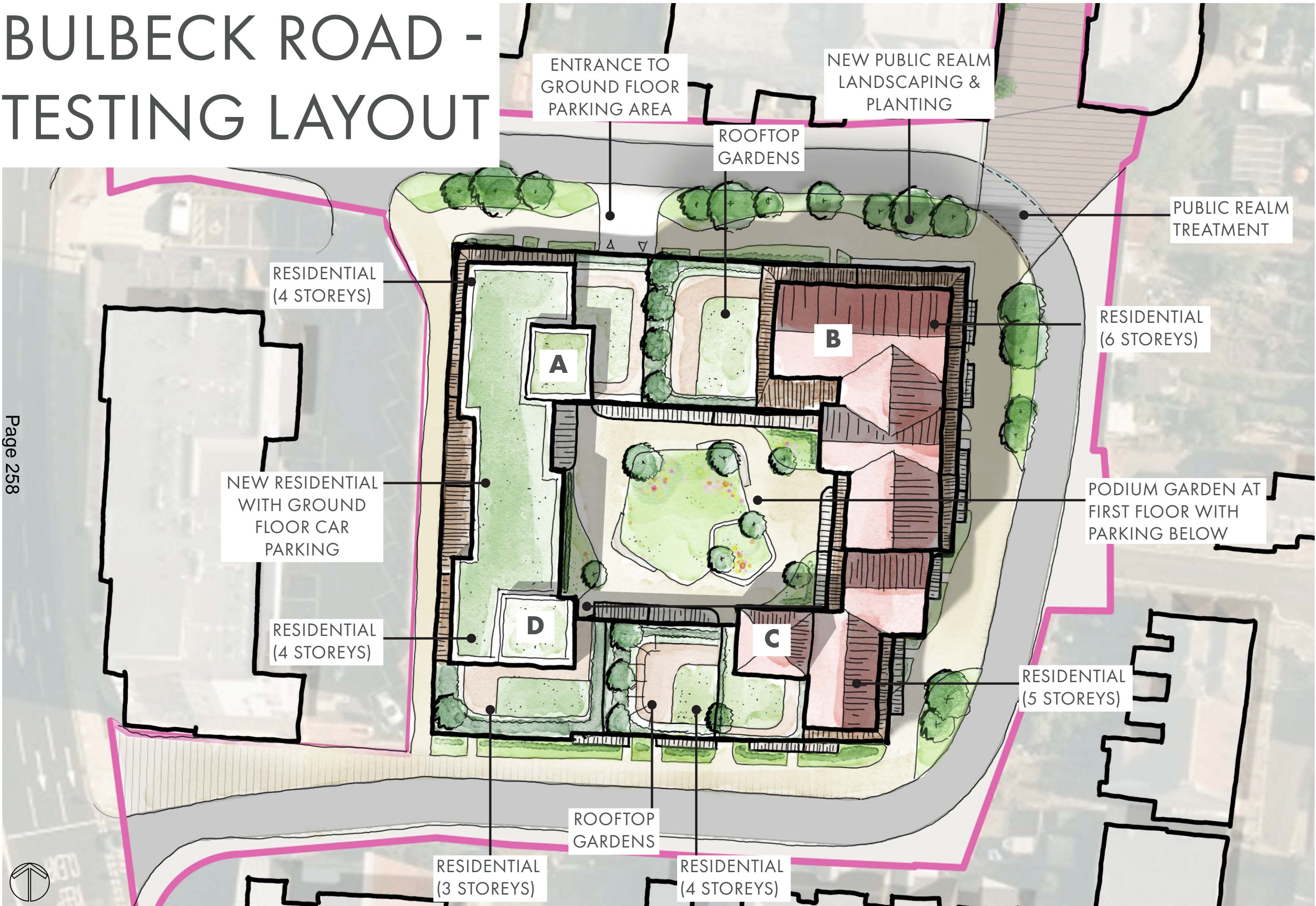
INTERIM- ILLUSTRATIVE TOWN CENTRE MASTERPLAN



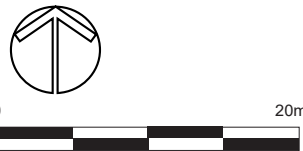
This aerial map illustrates the Town Centre area, highlighting proposed development sites. The map includes the following streets and landmarks:

- Streets:** Park Road N, West Street, Elm Lane, North Street, South Street, East Street, Billy Trail, Waterloo Road, and Fairfield Road.
- Landmarks:** A large green field in the upper left, a large industrial building in the lower left, and a large parking lot in the upper right.
- Proposed Development Sites:** Marked by red asterisks (*). These sites are located along West Street, Elm Lane, and North Street.
- Other Features:** A blue star is located on South Street. A pink label 'TOWN CENTRE' is placed in the center-right area. A north arrow is located in the top right corner.

BULBECK ROAD - TESTING LAYOUT



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BLOCK A - 158 M²
BLOCK B - 510 M²
BLOCK C - 354 M²
BLOCK D - 210 M²
CAR PARKING AREA - 1,060 M²
BIN / CYCLE STORES - 200 M²

NOTE - PARKING AREA COULD BE
REDUCED TO ALLOCATE MORE AREA
FOR CYCLE PARKING OR DEDICATED
ELECTRIC PARKING

TYPICAL FLOOR

APPROX AREAS

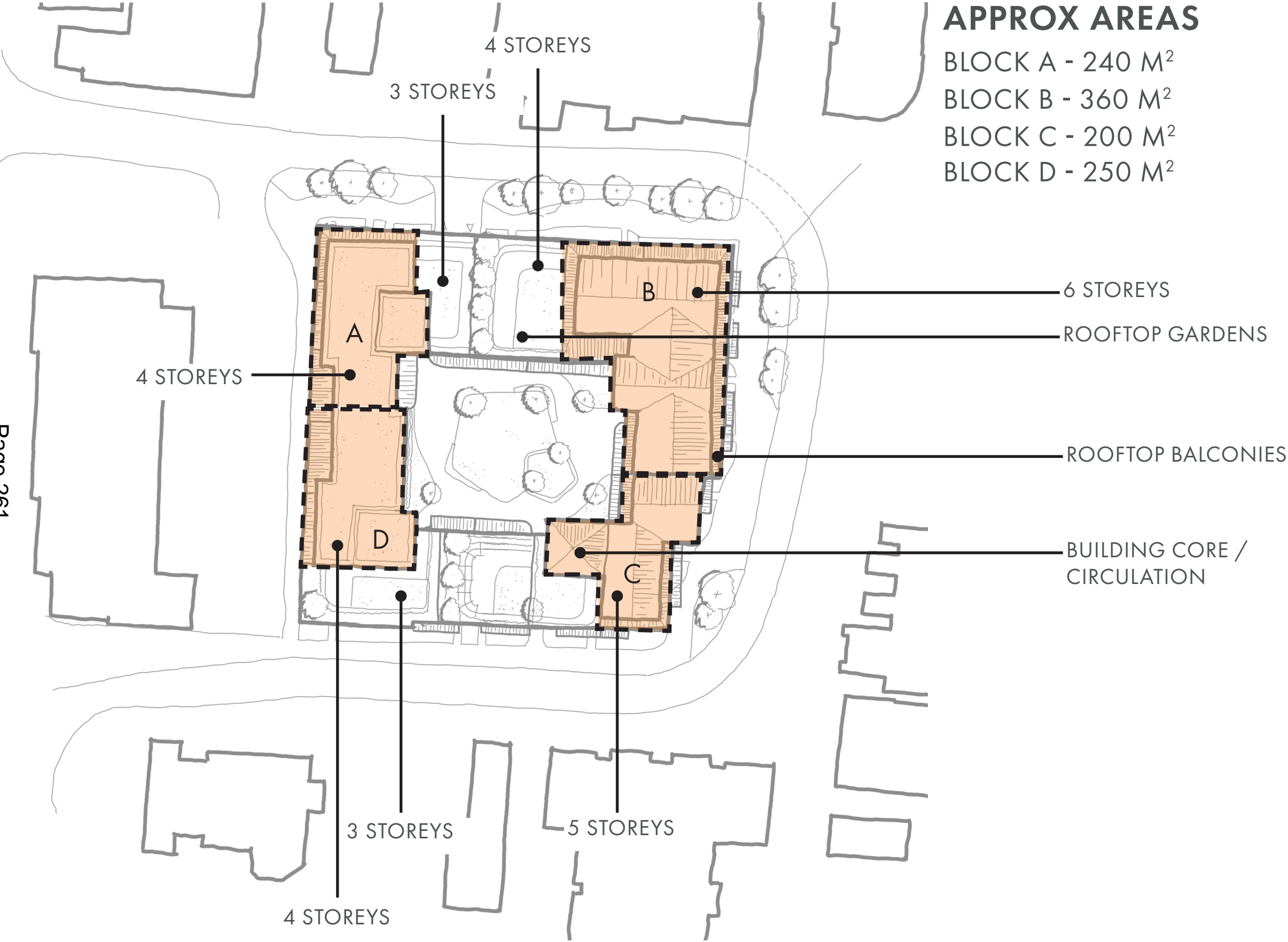
- BLOCK A - 451 M² PER FLOOR
- BLOCK B - 575 M² PER FLOOR
- BLOCK C - 385 M² PER FLOOR
- BLOCK D - 430 M² PER FLOOR

NOTE - THE TYPICAL FLOOR REPRESENTS THE FIRST, SECOND FLOOR AND OCCASIONAL THIRD FLOOR FOOTPRINTS. GROUND AND ROOFTOP FLOOR PLATES ARE SMALLER WHERE SETBACKS FOR TERRACES OR PARKING IS SHOWN.

- LOWER GROUND PRIVATE SPACE FOR APARTMENTS
- PODIUM GARDEN FOR APARTMENTS AT FIRST FLOOR
- BUILDING CORE / CIRCULATION



ROOF PLAN



BUILT FORM

PRECEDENT IMAGERY



- 1 RESIDENTIAL/OFFICE SPACE ABOVE GROUND FLOOR RETAIL/LEISURE
- 2 A STRONG FRONTAGE TO OVERLOOK PUBLIC REALM
- 3 CORNER BUILDINGS ARE ACTIVE ON BOTH SIDES
- 4 PASSIVE SURVEILLANCE OF PUBLIC SPACES
- 5 VARIED MATERIALS PALETTE IN LOCALITY
- 6 VARIED MATERIALS REFLECTING LOCAL VERNACULAR
- 7 MIXED USES MAY EXTEND INTO THE SECOND FLOOR IF REQUIRED
- 8 APARTMENT BLOCK MASS BROKEN DOWN BY ARCHITECTURAL INTERVENTIONS
- 9 STEPPED BUILDING FORM PROVIDING VISUAL INTEREST AND OPPORTUNITIES FOR ROOFTOP GARDENS



STREETSCAPE

PRECEDENT IMAGERY

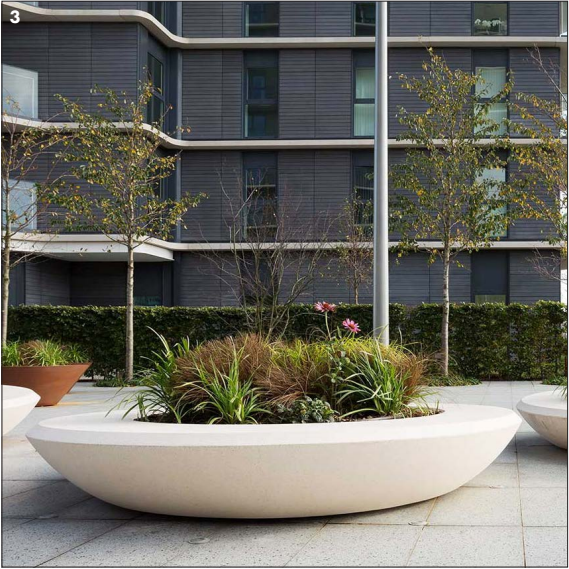


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1 WIDENED PEDESTRIAN PATH ALLOWS SPACE FOR TREE PLANTING, SUSTAINABLE DRAINAGE AND SEATING
2 LOW MAINTENANCE PLANTING PROVIDES BIODIVERSITY TO THE URBAN ENVIRONMENT



3 SCULPTURAL PLANTERS
4 RAISED CONCRETE EDGES
5 BANDED PAVING



3 SCULPTURAL PLANTERS
4 RAISED CONCRETE EDGES
5 BANDED PAVING

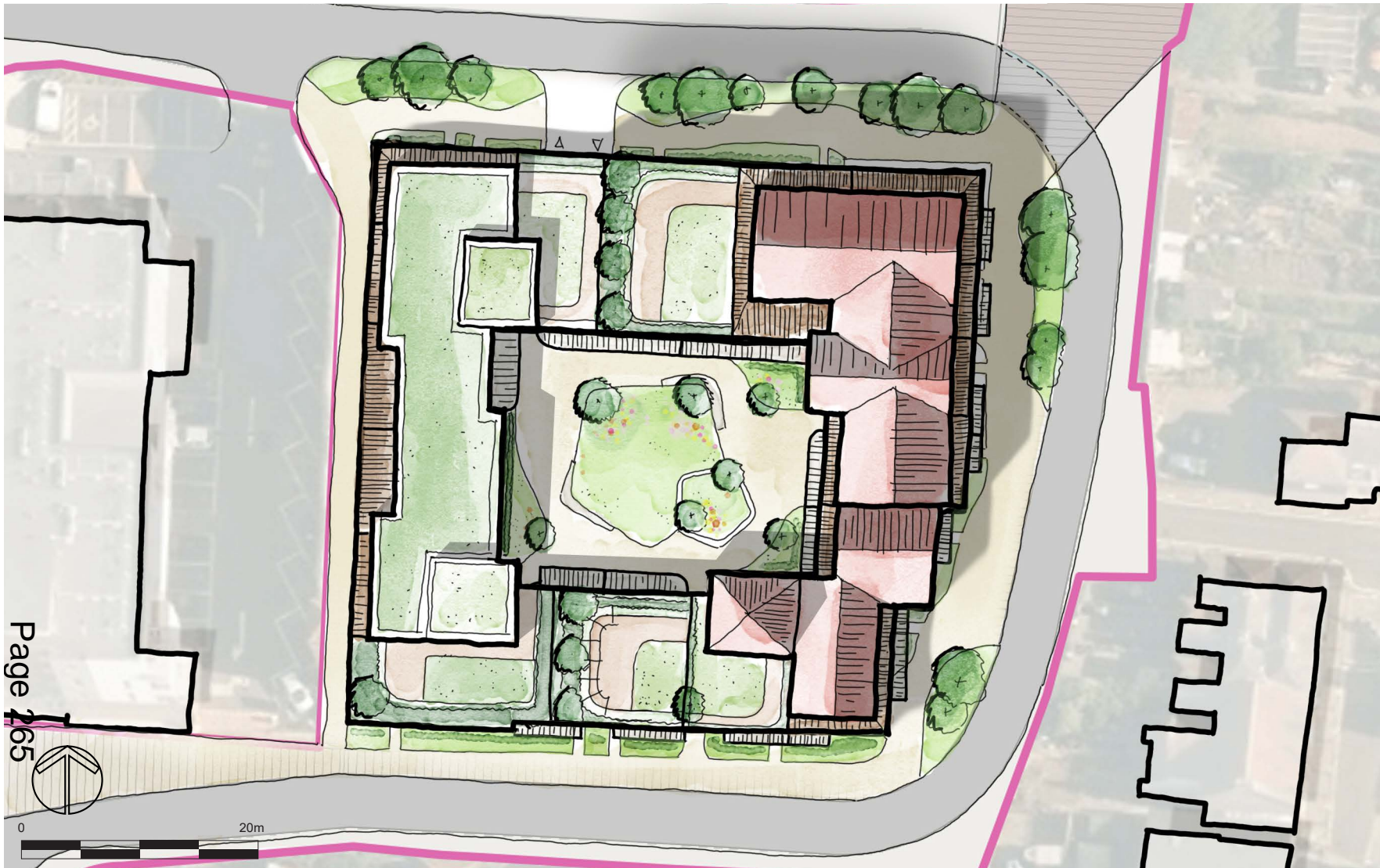
ROOF TERRACES & GARDENS

PRECEDENT IMAGERY



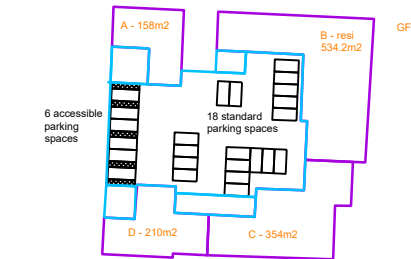
- 1 INTEGRATED PLANTER BOX BALUSTRADE AND VISTAS
- 2 PERGOLA AND DECKING
- 3 RAISED PLANTERS WITH SEATING AND FIREPIT
- 4 OUTDOOR SEATING AND DINING

SUMMARY

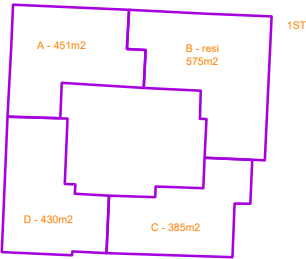


TYPICAL APARTMENT SIZES & MIX

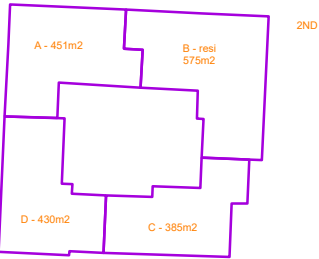
APARTMENT BLOCK			
1BED	20%	55 sqm	
2BED	80%	65 sqm	
3BED	0%	85 sqm	



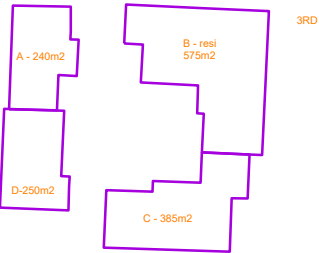
GROUND



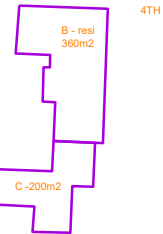
FIRST



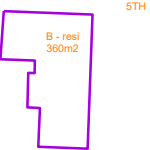
SECOND



THIRD



FOURTH



FIFTH

DEVELOPMENT SCHEDULE

Block	No. storeys	Floor	Use	Floor Area (M2 GEA)	TOTAL GEA M2	TOTAL GIA M2	TOTAL GIA SQFT	TOTAL NIA M2	TOTAL NIA SQFT	Unit Split	No. units
BULBECK ROAD CAR PARK											
A	4	GF	RESI FLAT	158	1,300	1,235	13,293	988	10,635	1 bed	4
		1		451						2 bed	12
		2		451							
		3		240						Ap Total	16
B	6	GF	RESI FLAT	510	3,170	3,012	32,415	2,409	25,932	1 bed	9
		1		575						2 bed	30
		2		575							
		3		575						Ap Total	38
		4		575							
		5		360							
C	5	GF	RESI FLAT	354	1,709	1,624	17,476	1,299	13,981	1 bed	5
		1		385						2 bed	16
		2		385							
		3		385							
		4		200						Ap Total	21
D	4	GF	RESI FLAT	210	1,320	1,254	13,498	1,003	10,798	1 bed	4
		1		430						2 bed	12
		2		430							
		3		250						Ap Total	16
TOTALS					7,499	7,124	76,683	5,699	61,346		91

91 NEW APARTMENTS

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Appendix 6

Havant Town Centre –Public Realm & Access Package

Active Travel (AT) and Public Realm (PR) Projects (North to South)

Green – Short term 2-3 years

Blue – Medium term -3-5 years

Red – Longer term aspiration – 5+ years

Project Ref	Project name	Project Description	Project Responsibility	Project Phasing & Delivery	Project Cost/Funding	Project priority comment	Timescale - Rank
AT1	National Cycle Network (NCN)22 – Petersfield Road	Sustrans Funded feasibility design underway for enhancement to NCN 22 linking Havant Academy with Havant TC (to NCN2): Included in LCWIP – along Petersfield Rd and Leigh Rd. Sustrans/HCC public engagement 13 December – 10 January.	Sustrans/HCC – HBC (CELT) collaborating	Overall Feasibility underway	Feasibility Funded	Improves active travel links between town centre and Leigh Park. Opportunity to increase wellbeing and access to jobs. Sustrans funds available alongside HCC funds. Recommend strong support to build collaborative engagement with HCC.	HBC/HCC4
		Phase 1: Leigh Rd – Elmleigh Rd junction improvements – Zebra crossing, traffic calming- implementation Autumn 2022 - HCC to implement	Sustrans/HCC – HBC (CELT) collaborating	Phase 1 detailed design – implementation Autumn 2022	Phase 1 fully Sustrans funded £690k – on site summer 2022	Whilst relatively minor this provides a starting point for wider active travel improvements both up Leigh Rd and West to link into the funded Elmleigh Rd scheme. Funded so recommend that this remains a high priority for delivery.	HBC/HCC2
AT2	Elmleigh Rd LTN1/20 scheme	HCC/CELT designed LTN1/20 segregated Active travel scheme linking northern landing area of Station footbridge with Havant College. A new segregated path created on north side of Elmleigh Rd, with zebra crossing from station, reduced carriageway on Elmleigh Rd and taking some of verge in front of courts, police and	HCC/HBC	Detailed Design by CELT February 2022; Tender Autumn 2022 on site January 2023	Fully HCC funded with some HBC CIL. (Latest estimate £1.7m)	Clear link from station to H&SDC to increase attractiveness of college and regeneration development on the Civic plaza. Funded recommend that this remains a high priority for delivery.	TCF1

Project Ref	Project name	Project Description	Project Responsibility	Project Phasing & Delivery	Project Cost/Funding	Project priority comment	Timescale - Rank
		Plaza to new Toucan crossing on Petersfield Rd to college.					
AT3	Havant Station Footbridge	Replace footbridge with LTN1/20 shared user bridge. HCC initial feasibility and design as part of LUF bid. HCC own the structure; it lands on HBC land at both ends and passes over Network Rail land. Critical project for town gateway/welcome	HCC/HBC, SWR and NR	Initial feasibility design – limited NR involvement	HCC feasibility recently costed bridge at £9.7m	Links Civic Plaza to TC. High cost and complexity are barriers. Recommended that this must remain as a key aspiration and feature in all future bids and development proposals.	HBC/HCC1
AT4/PR1	Havant Station Forecourt	Phase 1 - HCC TCF wayfinding scheme being designed by HBC (CELT) – signing and lining of station forecourt to direct cyclists/pedestrians to the Hayling Billy Trail.	HCC/HBC/SWR/NR	Initial Design by CELT – awaiting NR Licences	Fully funded from TCF (£30k)	Minor lining and signing wayfinding project that's funded from TCF and will improve active travel legibility. Small scheme to build collaborative approach with SWR/NR	TCF3
		Forecourt public realm – phased plan for forecourt enhancement. Planting (guerrilla!)/Lighting, painting. SWR rail now on the 2-year bridging contract for integration into Great British Railways (GBR) by 2023 which will integrate the former franchisees and Network Rail into one public body.	Regen team re-establishing contact with NR and SWR to move forward and to include HCC – establish MoU	Initial ideas	Potential use of HBC High Street funding	The Station is a critical town centre gateway and must be a high priority for improvement. Move to GBR provides opportunity to build positive collaborative relationship to support bridge project in the longer term.	HBC4
AT5/PR2	Havant Park	NCN22 runs along the northern edge of the park. Opportunity to enhance the route by routing through the centre of the park and cross Park Rd at KFC. This would be a landmark project (wholly owned by HBC) – Plan prepared by CELT to include new wider N/S active travel route from new footbridge to Elm Lane crossing o the Meridian, new café, recreation facilities and ramped design E/W route to connect to proposed Park Rd (N) toucan crossing to Market Parade.	HBC	Initial Park Design and costing completed by CELT. (Report to be Attached)	Costed N/S route at £740k and E/W route costed at £451k	Strategically significant opportunity to improve active travel routes and increase attractiveness of healthy lifestyle in the heart of the town centre. Recommended that whilst no funding currently identified the site is wholly owned by HBC and investment here would make a positive statement about regeneration and be a catalyst for town centre transformation. A	HBC1

Project Ref	Project name	Project Description	Project Responsibility	Project Phasing & Delivery	Project Cost/Funding	Project priority comment	Timescale - Rank
						business case and engagement plan will be needed to seek funding and gain community support.	
AT6	Warblington Footbridge	Not in town centre but connected to Havant Station by NCN2. Local rather than strategic active travel benefit.	HBC/NR	Completed GRIP 2 - initial options design. Cabinet decision on GRIP 3 & 4 progress 15/12/21	CIL Funded feasibility. Construction estimates minimum £3.55m. CIL and S106 funds set aside for project - currently @£800k funding gap	Locally significant project that supports active travel. Positive progress made with Network Rail and committed sunk cost in project means that this is recommended to be progressed subject to final costs implications.	HBC2
AT3	West Street	Design for pedestrianisation of West Street in front of St Faiths church. Initially part of wider surfacing proposals along East, North and South Streets submitted as a Heritage Action Zone (HAZ) bid in July 2019. West St section could be freestanding as there are heritage gates already installed and used on market days. When open used for disabled parking, some deliveries, many short drop offs, funerals and can be a conflict point with pedestrians.	HBC -CELT & Traffic Orders; HCC	Initial design and costing	HAZ bid overall costed at £840k in 2019. No current funding. Need to cost West St element separately	Recent serious traffic accident in turning head puts into focus. Recommend need to develop and consult on bringing this scheme forward, subject to funding availability could be implemented relatively quickly	HBC3
AT7	Park Rd South	Reduced scale TCF project to improve bus access from Park Rd South southbound onto Langstone Roundabout (RAB). Originally had new dedicated bus lane, but due to National Highways requirements who manage the RAB has been reduced to minor widening of road from the existing bus layby.	HCC, National Highways – CELT support	Detailed design by HCC	TCF fully Funded. Cost £?	Scheme has been revised significantly due to National Highways requirements overriding local transport priorities. Minor benefits expected from clarity of lane directions. Will created traffic issues during	TCF2

Project Ref	Project name	Project Description	Project Responsibility	Project Phasing & Delivery	Project Cost/Funding	Project priority comment	Timescale - Rank
						implementation. Will be implemented by HCC.	
AT8	A27 Underpasses	Part of NCN2 national coastal route. Underpass from Tesco Superstore, Solent Rd under the A27 slip roads and main carriageway. Low headroom under the Slips. Runs along hermitage stream and shared user path is @2m max width and well used by pedestrians and cyclists from the Langstone tech park/Penner Rd commercial areas accessing Havant TC. Langstone TP developments may include some improvements on LTP private land. Hayling Billy trail route options feasibility considered the potential to widen the path with a cantilevered design, would need EA approval to not reduce flood capacity in the stream.	HCC/HBC/National Highways/EA	Initial ideas from Atkins	Initial Atkins costing @£200k. More work required – could use the residual from the CIL feasibility funding.	Atkins route options preferred routes through the Langstone RAB. However, National Highways requirements likely to be major barrier. Recommend that the underpass widening is investigated, and a design drawn up for consultation with HCC/EA and National Highways	HBC/HCC 3
29	Hayling Billy Trail (HBT) - Route Options	In collaboration with HCC Atkins have been commissioned to review options for a direct route from Havant Station to Langstone, including a new bridge. The report is due for completion in January 2022, at the same time as the CELT feasibility study into route and surfacing options for the Hayling Island section of the HBT. The HBT is owned by HCC as both highways and countryside land. Takes in elements of NCN22, NCN2 and the English Coastal path and is subject to flood and erosion in parts. Potential for the whole route to be both a major leisure/recreation attraction and an important part of the transport network to reduce reliance on the A3023.	HBC, HCC, Coastal Partners, National Highways, EA, Natural England	CELТ and Atkins Feasibility reports complete January 2022. Hayling Coastal Strategy late 2022.	Mainland route options initial costings £3-£4m. Unfunded.	The complexity of the route requires an overall masterplan, including phasing and costings starting from Havant Station. The recent feasibility studies provide a sound evidence base on which to develop such a plan. HCC are main owner and seeking their support for overall masterplan and clarity on lead.	HBC/HCC 4

Havant Park

Feasibility Study

DRAFT

DATE: 26/01/2022
REVISION: REV6

CIVIL ENGINEERING & LANDSCAPE TEAM





Havant Park existing context



Access point main road into Down



Crane Park



Current access point



Current access point



Cricket Club



Play area



Stuart building



Mature trees and substructure



Arrival of mature trees



Thorn courts



Open space / events area

1. Introduction and Background

1.1

The scope of this feasibility study is to analyse the existing context of Havant Park and create an aspirational master plan of how Havant Park will look in 20 years time. As a 'Flagship' park and an important area of open green space within an urban environment it is vital that we have a considered strategy to shape how Havant Park will look in the future.

In line with Havant Borough Council's (HBC) regeneration strategy for Havant Town centre and Hampshire County Council's (HCC) Transforming Cities Fund (TCF) this community infrastructure levy (CIL) funded report was commissioned to provide a clear and aspirational, yet pragmatic design to ensure we maximise the potential of this valuable public asset

The study will look to provide a framework of recommendations based on the analysis of existing facilities and this will inform the outline design. This has been done in partnership with stakeholders affiliated with the park.

2. History of Havant Park

2.2

The recreation ground that is now known as Havant Park was originally three meadows in private ownership, which were bought and laid out by the Local Board of Health. The park, which was known as Havant Recreation Ground, was opened in 1889. The present pavilion was donated by tradespeople of Havant and was opened in May 1891.

Havant park has played an important role in providing recreational facilities including football, hockey, tennis and notably cricket. Havant Cricket Club was founded in 1874 by Dr Norman, and still active today. However the annual pavilion in the recreation ground has been modernised and extended to meet present day needs.

Over the years Havant Park has played a significant role in the community offering an area of open space for all residents to enjoy. The park has hosted many events over the years from horticultural shows, sporting events and parades.

Association Football has flourished in Havant and the Eclipse Football Club, founded a year later than the cricket club, won the Portsmouth Junior League in 1898. The Eclipse team merged with Havant Rovers in 1903 and they went on to win the Midhurst Six-a-side Tournament in 1908. They won the Portsmouth League Division II in 1921 and were promoted to Division I in 1922. The Hants Intermediate Cup, the Hants Junior Cup and the Southern League Division I were also among their achievements. They had many other successes through the years and eventually became the Havant and Waterlooville Football club and played at their ground in West Leigh. There have also been several football teams associated with local churches in Havant from the early days. In addition to the Recreation Ground, cricket was played on Stockheath Common by Havant Rovers who had their headquarters at the now demolished Cricketers Tavern.

Havant Hockey Club, founded in 1905, had a successful team with several players having been selected for the county during the last seventy years. There is also an active and successful rugby union football club with a new clubhouse incorporating squash courts, and built in 1974 adjacent to the Hooks Lane pitches. Annual amateur tennis tournaments were held on the Recreation Ground and there were many good players of both sexes although the dress was very different from today.

The Dolphin Hotel Bowling Club was the most successful of the local clubs who, together with other local clubs, formed the basis of The Old English Bowling Clubs Association League. In 1921, the Dolphin Club organised a 'top-hat cricket match' and this and a later version of the match was played on the Recreation Ground. The amateur athletics meeting was held annually on the Recreation Ground. This event was hailed nationally as a success and attracted athletes from all over the country for the open events and the day was a public holiday in Havant. The expenses of running the meeting were met by closing part of the recreation ground and charging the spectators an entrance fee.



The Havant Council School Headmaster, Harry Beaton and his 'Bird and Tree Gang' planting the Horse Chestnut in Havant Park circa 1910.



Australian sailors played Australian Rules football in Havant Park. The winners were 'presented' with the FA cup won by Portsmouth in 1939



Home guard parade in Havant Park after standing down on Sunday 3rd of Dec 1944.

3. Constraints and Opportunities

Constraints

Cricket Club

Havant Cricket club use the pitch, pavilion and store behind the pavilion. The outfield boundary size is determined by the ECB guidance and the leagues in which Havant Cricket Club play. Due to the nature of the size and scale of the required cricket pitch, the northern open space must be designed in such a way as to accommodate the requirements of the cricket club.

Mature Trees

The mature trees within Havant Park, whilst a great asset to the park and Havant Town Centre, present constraints to any design due to the extensive nature of their root protection zones. This means any intervention will require a mitigation strategy to ensure no damage is done in the construction zone.

Railway Line

The existing railway line in close proximity to the north creates an enclosed and impermeable barrier which introduces design restrictions. Noise and light pollution will also be a factor when considering amenities. The pedestrian and cycle connections will be influenced by the train station.

Park Road North / Railway bridge

The presence of a busy road and large bridge over the railway substantially influences the character of the park. The structure produces an additional enclosure to the park on the west of the site. The presence of the bridge creates additional challenges to the redesign of the park in terms of overshadowing, inhibiting connectivity and blocking any visual permeability to the west.

Existing Events / Leases

Havant Park hosts a diverse range of events of varying scale, which are held predominately in the summer months. These events require a large area of open space and have historically used the area to the south of the path which dissects the park. Access is also required to water, electricity and toilet facilities.

Recreation / Amenity Facilities

The existing provision includes a play area, skate park, tennis courts, kick about goal, public toilets and cafe. Consultation with the HBC leisure officer has concluded that all present facilities should be retained within the park and included in the master plan for the future of Havant Park. The requirement to include all facilities within the site create substantial constraint.



Opportunities

Watercourse

The existing concrete lined watercourse is an unsympathetic and artificial intervention and there is an opportunity to re-integrate it better with the park's natural environment. This will create opportunities for increased biodiversity, improving the visual amenity of the stream itself, encouraging greater interaction with nature and promoting well-being and social interaction as a result. Furthermore, Natural England historically supported and promoted the re-naturalisation of this water course, as such, this intervention should be fully explored in the future design of Havant Park.

Open Frontages

The Havant regeneration strategy looks to open up the eastern frontage and this will create opportunities to create interactions with, and alter the dynamics of the visual and experiential elements of the park in relation to how the park links with the built environment. The inclusion of a road abutting the eastern boundary will improve pedestrian connectivity and enhance the north south links which are to be intended as the main pedestrian link in Havant Town Centre from the Train Station.

Cafe / Toilet

The cafe was historically located in the Victorian lodge on the west of the Park. This is now vacant and offers scope for a newly located provision within the park. The toilets are in a poor condition and are uninviting. Given the poor condition and limited space within the park there is an opportunity to have a collaborative design for both amenities.

Play Area / Skate Park

There is an opportunity to upgrade and improve the existing play area and skate park facilities. They are considered apart of the Havant Park Open Space Strategy which means they are protected in-line with Local Plan policies.

Access

This study will look into the existing provision of access points surrounding the park and will provide suggestions on how we can improve the links to the neighbouring area. The access should be appropriate for all users and encourage the use of sustainable transportation.

Planting / Community

The park would benefit from a more considered planting scheme with a view to improving biodiversity, foraging opportunities for wildlife, habitat creation and green corridors. It is envisaged that community groups will be involved in the ongoing support of the regenerated park - bringing in health, welfare and social interaction benefits in the process.

4. Havant Regeneration Strategy

The Opportunity

There are ambitious plans to enhance Havant Town Centre to secure its future as a place where people want to live, work and play. Two large scale developments are proposed for the Town Centre and Meridian sites in the town. Interventions proposed for these areas aim to attract more visitors to the town, promote more sustainable modes of travel to get here and will create a vibrant, lively atmosphere which will encourage longer stays.

Town Centre Regeneration Overview

- The Town Centre is arguably one of the most important areas of regeneration within the borough, since it caters for the widest range of people and is the historic heart of the town. The potential exists to improve the fabric of the town centre and to celebrate its special features, such as Havant Park, its historic buildings and waterways. Potential interventions for the town centre are illustrated in the adjacent plan and include:
- Refurbishing the railway station and providing a station square to welcome residents and visitors, improving pick-up/drop-off and taxi arrangements and linking to the new bridge over the railway
 - Re-shaping the area to the south of the railway station into a perimeter block, providing strong frontages onto the station, Havant Park and North Street. The ground floor could be a mix of offices, retail, with residential with flats above and under-croft car parking
 - Creating a new town square adjacent to Havant URC Church, to give the town centre some dedicated public space for sitting, meeting and civic events
 - Redeveloping the Meridian Centre to provide new mixed-use blocks with retail and leisure on the lower floors and along a new Twitten, which runs from Elm Lane to West Street
 - Re-designing the bus station to incorporate it within a new block with residential apartments above, in order to create an active frontage onto Havant Park
 - Providing a second Twitten, which connects the park, bus station and Elm Street with West Street. Office and/or retail uses front onto the Twitten with residential above. Active uses, along with appropriate lighting will ensure the Twittens remain inviting to use at all times of the day
 - Provision of under-croft car parking, with a podium garden above. Roof gardens are incorporated where possible
 - Re-designing Park Road North to prioritise pedestrian and cycle movements between the retail park and the town centre, encouraging linked trips
 - Providing signage and wayfinding to create a new pedestrian route to the town centre via Hornwell Spring. The Billy Line weaves through the town centre, with both pedestrian and cycle route options.

The regeneration vision will have a significant impact on how people will engage, manoeuvre and interact with Havant Park. The master plan for Havant park will be informed by the outline design for the regeneration strategy. The design will act as a guideline and will directly feed into the subsequent layout and arrangement of Havant Park taking into account the alteration to road layout, active frontages, access points, pedestrian routes and future needs of the Park.

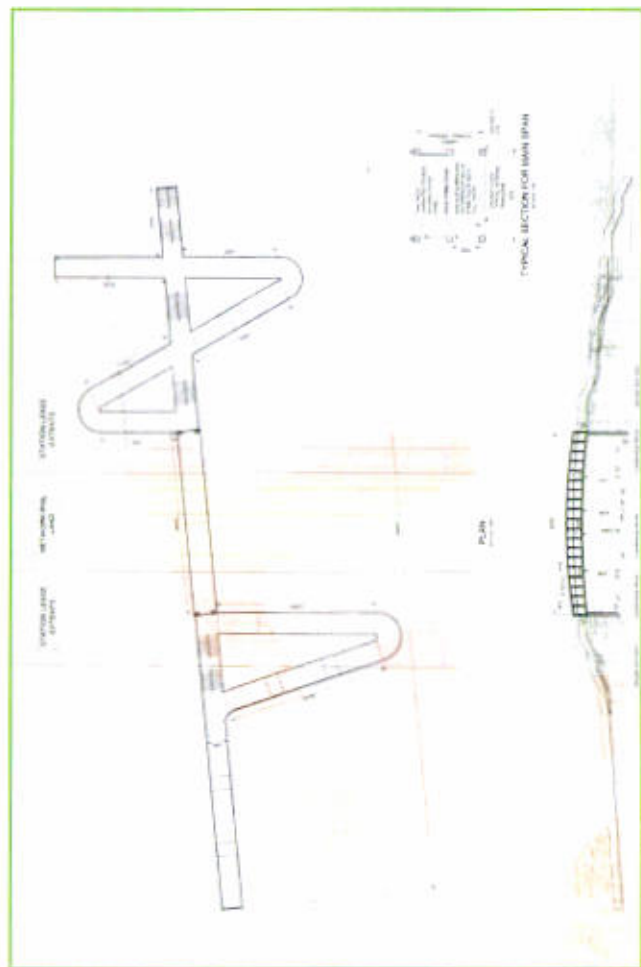


5. Havant Station Footbridge

It is widely accepted by many that the Havant railway footbridge is long overdue a replacement. Constructed in 1947, the bridge will need major intervention in order to secure its long term future. The existing footbridge is unsightly with parts visibly rusting. The bridge is the first or last thing you see when you arrive or leave Havant and it currently does not provide a good impression. A survey found that on average a total of 3800 people use the bridge daily, therefore the footbridge provides a vital crossing point over the railway line, linking the south side of Havant town shopping centre and bus station to north side amenities such as the leisure and job centres, medical centre, college and civic council campus.

A feasibility study was carried out in 2017 to explore possible replacement options which satisfy the complex engineering constraints set out by Network Rail. These options have been examined in the context of buildability, security measures and overall outline costs. Whilst the final design has not been approved the concept of a wider bridge with possible cycle links which lands in both the park and the station appears to be the design principal.

Such an intervention will have a significant implications to the access of Havant Park from Elmleigh Road and will strengthen the north south sustainable transportation links. As such the redesign of the footbridge must be factored into the feasibility study. Whilst the final design is yet to be approved the principal of the footbridge landing within the north east corner of the park appears to be the preferred design.



Drawn proposal - Havant footbridge replacement Feasibility Report 2017



Extracts from Havant Regeneration animation video



Extracts from Havant Regeneration animation video

6. Leveling Up Fund

The levelling up fund is a central government investment scheme which seeks to invest £4.8 billion in high value local infrastructure. HBC have made a bid to access funding to improve pedestrian and cycle connectivity in-line with the local regeneration strategy.

Given the current initiatives for the TCF cycle improvement works on Elmleigh Road coupled with the new footbridge this creates various opportunities to implement a number of interventions along the eastern boundary of Havant Park.

Sustainable transportation

Providing a (minimum) 3m wide shared footpath on the eastern edge of the park will afford additional off road cycle routes within the borough and will encourage non-vehicular journeys.

Access

This scheme will aim to improve access from Havant Station as well as at the controlled crossing on Elm Lane. The interventions will seek to enhance and revamp the interface between the highway and the park. The overarching intent is to encourage sustainable transportation and bring users into the park whilst improving the landscape character to the benefit of the community.

Way finding

Ground wayfinding will seek to inform and guide users through the park / town centre. This will be done through the use of signs and the consolidation of the hard surface treatment to create a coherent design, which will guide users to their desired destination.

Surface treatment

proposed surface treatment will aspire to provide a resin bound porous surface. This will mitigate any future trip hazards caused by the modular nature of the existing block paving and slabs. Furthermore a porous surface will allow for air and water to percolate into the roots for the benefit of the existing trees in the park.



Buffer design for L18 shared footpath within Havant Park



Visual of proposed surface design



7. Highway Interventions

Elmleigh Road - Transforming Cities Fund

HCC and HBC's Civil Engineering and Landscape team are working on highway scheme to improve off road cycling provision on Embleigh Road. The principal of this project is to encourage sustainable transportation and will create a 1,700 compliant off road segregated cycle track. The scheme will connect previous off road cycle routes on New LTN 1/20 compliant off road segregated cycle track. The project is part of the Transforming Cities Fund (TCF) which is a £2.45 billion Road to Haverat station footbridge. The project is part of the Transforming Cities Fund (TCF) which is a £2.45 billion capital grant transport fund aimed at driving up productivity through investments in public and sustainable transport infrastructure in some of England's largest city regions.

Once this project is complete it is highly likely that there will be an increase in journeys made by low-carbon and sustainable modes of transport and as such this change in user behaviour needs to be factored into the design of Howard Park.



Park Road - Elm Lane highway schemes

A Feasibility study was undertaken in 2019 to support a 'tranche 2' bid to the Transforming Cities Fund (TCF) seeking funds for works within Havant. One of the deliverables of the study was to identify infrastructure interventions to improve bus reliability and journey times for all buses to and from Havant bus station on Elm Lane and along the Park Road North / Park Road South corridor. The study considered a range of interventions and one which could have an impact on Havant Park was to improve access to the bus station. This intervention included options to modify the Park Road North / Elm Lane junction. A number of options drawn out from the study would result in extending the highway into the parks south west corner.

Whilst this particular scheme did not obtain funding there still remains an wider ambition to improve sustainable transportation and encourage the use of buses. As such the potential for this aspiration needs to be factored into the design for Havant Park.

Any highway project which encroached into an important area of open space will need to be mitigated against. Therefore any loss of the open space to accommodate this project will be recovered by extending the park as an alternative location. Given the existing physical constraints surrounding the park this mitigation strategy would seek to expand to the west.



8. Existing Sports Provisions



Cricket Pavilion

Cricket

Havant Park is the home of Havant Cricket Club (Havant CC) who lease the pitch, pavilion and store behind the pavilion from Havant Borough Council. The club have been affiliated with Havant Park since 1876 from when the club was formed. The club require the existing facilities to be retained in order to continue playing cricket. The cricket club also require a large area of open space to accommodate the infield and outfield. The retention of this area of open space is essential for the club to be able to play cricket.



Tennis Courts

Tennis

The tennis provision include 2 no. tarmat surfaced courts located in the north east of the Park. They are enclosed by 2m + wire mesh fencing and form part of an overall playing field site as such they are afforded protection through the planning system. HBC leisure officer has stated that any loss of tennis courts is equally considered loss of playing field open space and therefore any development which proposes the removal of tennis courts would be opposed to by Sport England and the LTA unless a suitable re-provision was provided.

The Havant Playing Pitch Strategy (PPS) identifies the courts at Havant Park as needing to be protected in the Local Plan. It is a community site that is accessible to all on a free to use basis. The facilities at this site are scored average quality in the PPS and not the greatest condition, given their non porous surface.

Havant Borough Council work closely with the LTA in developing our stock of tennis facilities and associated programmes and the LTA recognise the area as a high priority in the region and are always interested in opportunities to improve provision, including at this site. Any improvements could draw in external funds from the LTA if it meets their strategic aims.

The current location of the tennis courts does not afford positive connectivity to the east and given the regeneration strategy to redevelop market parade any proposals should seek to enhance the permeability to the east.



Skate Park

Skate Park

The Skate park which is located in the south west corner of the park abutting Park Road North and adjacent to the Elm Lane Park Road North entrance. The quality of the equipment is deemed poor which, has an impact on the usage and any proposals should look to improve the facilities and provide high quality fit for purpose equipment. The location of the skate park presents an unattractive feature when entering the park from Park Road North. The overuse of hard surfacing could be broken up with soft landscaping to create a more attractive environment.

The skate park is considered part of the open space and the Havant Open Space Strategy recommends protecting all existing open spaces in line with Local Plan policies.

The provision of a skate park is deemed to be an essential amenity to local skaters and should be included in the future of Havant Park. The character of the skate park allows for locating within a less visually attractive location within the park and could help to utilise all areas of the park.



Football goal / Pitch area view

Football Goal

The informal kick about goal is situated in the southern area of open space adjacent to the toilet blocks. The equipment is fairly dated and its location does increase tension between pedestrian and football players. The goal gets low/moderate use but being on grass its usage is somewhat limited to when the weather is dry

As the nation's most popular sport, the incorporation of football facilities within the master plan would provide a large number of residents with a location to exercise and socialise. There is an opportunity to upgrade and relocate the football provisions to a more suitable location to help create a more football friendly environment. An all weather MUGA would provide facilities that can be used all year round

Options to utilise a less visually attractive area of the park should be explored, such as the western boundary. This could help maximise the available space within the park and also mitigate tensions with pedestrian and football players.

9. Access and Connectivity



North West Access - Potash Tunnel

Pot Ash Tunnel

The tunnel located in the north east corner of the park adjacent to the cricket pavilion connects Havant Park under Park Road railway bridge to Central Retail Park and to what was historically Pot Ash Terraces.

It forms a valuable link to west and helps with the connectivity of the park and is part of the national cycle route no. 22. However due to its location and existing vegetation the pedestrian underpass has limited natural surveillance and it creates an environment which increases the feeling of insecurity.

Options to increase visual permeability and improve users feelings of insecurity should be explored to ensure the underpass is welcoming and well used.



Closed Frontage onto Park Road



Access - Park Road

Park Road North

The existing Road bridge on Park Road North, which forms the whole western boundary of the site creates both opportunities and constraints. It is a large structure which, creates a closed frontage to the west.

At present pedestrian connectivity is poor and non-compliant to current regulations, with only narrow set of steps onto Park Road North to serve as East/West links. The steps are not appropriate for all users and will need interventions to improve connectivity.

The large engineering structure along with the existing mature trees does create a number of design constraints, however the enclosed character of the area could be utilised in a more beneficial way.



Closed Frontage onto Market Parade



Closed Frontage onto Elm Lane (Mendips Centre)

Market Parade

At present Market Parade creates a predominately closed frontage to the east of the park. The shops and flats above are dated and unattractive and are deemed detrimental to the over all character of the park.

The regeneration strategy looks to create a new road link running down the east of the park with residential and retail units fronting onto the park. This will create opportunities to increase the permeability both visually and in terms of access.

Elm Lane to the south of the site has the Lavant stream running east to west and does create another closed frontage for the park, however this is more physical than visual. This does create an opportunity to improve the park entrances on Elm Lane to improve the experience for the users.



North East Access - Havant Train Station



Premises Footbridge

Havant Train Station

Located north east of the park the train stations creates an important transport link for Havant. However similar to the rest of the park the connectivity is poor and not visually prominent. Additionally the pedestrian footbridge is of poor quality and is deemed to provide a negative users experience.

The Regeneration strategy looks to create a new public square by the train station which abuts the north east corner of the park. The proposals also look to introduce a new footbridge which delivers access directly into the park. This provides an excellent opportunity to improve the connectivity through the park, which can help encourage sustainable transportation and really improve the north south connectivity for the park.

10. Water Course & Public Amenities



Watercourse



Watercourse

Watercourse

The Lavant Stream runs east/west on the southern boundary of the park. Whilst passing through Havant the Lavant stream is highly engineered to manage flood water with large expanses of culverting and concrete.

There is an opportunity to re-naturalise the watercourse to create a more organic and softer experience. However the proximity to the large trees and impact on existing root protection areas of the mature trees will have a significant effect on the available space to create the require embankments and footpaths. A historical CIL bid by Natural England proposed re-routing the stream north of the trees, however this would have repercussions on the amount of available open space which is currently allocated to events.



Public Toilets

Public Toilets

The existing public toilets are tired and unwelcoming. They are well located, however by fronting onto one of the main footpath they create an unwelcoming setting which should be utilised in a more efficient manner.

The existing water and power supply to the toilet block coupled with the favourable location gives the opportunity to create new public amenities that include toilets.

Successful projects such as 'The Level' in Brighton should be viewed as examples of forward-looking design, which provide an integrated approach to amenity provision.



Park Lodge

Cafe - Park Lodge

The former greenkeepers lodge located on the western boundary of the park has until recently been leased out by the council as tea room. The business has since ceased trading and the lease with the council expired in December 2020.

Whilst an attractive building its location and proximity to Park Road does not afford a pleasant setting for a cafe.

Given the impacts to the flow of pedestrian as a result of the regeneration strategy the relocating of the cafe should be explored.



Event Space

Event Space

Havant park hosts a wide range of diverse events which included commercial and both large and small scale community events. The park is used about 6 or 7 times throughout the year, mainly in the summer months.

The provision of an event space is essential to encourage community activity and needs to be preserved in the final design

11. Development Proposals

MOVEMENT / ACCESS

The masterplan will look to improve the existing movement and access within the park by enhancing existing pedestrian routes in conjunction with the regeneration strategy. This will utilise and improve the existing footpath which encircles the perimeter of the park and also create a new footpath that connects the south east corner by the train station and footbridge to the south west corner.

The interventions required will respond to the unique design constraints and opportunities for each frontage and access point. This can be broken down into 3 no. sections, Park Road North, Market Parade and Elm Lane and subsequent access/egress points.

Park Road North

Due to level change on Park Road North an design intervention is required to create an access point that is appropriate to all users by the signalled crossing adjacent to the lodge. It is essential that ramps are incorporated into the design so users with mobility issues, pushchairs, wheelchairs etc. can access the park at this point. A more open arrangement would open up vistas across the park and help mitigate the fortified character of the western boundary as a consequence of the lengthy brick wall along the whole length.

A landscape architecture project at Royal Festival Hall is an excellent example of design which integrates a ramp into steps to make the access point accessible for all users.

Market Parade

The creation of a stronger north south pedestrian link on the western boundary would be appropriate given the regen proposals, existing transport links and expected pedestrian movements. This north south shared footpath is deemed to be the main pedestrian route in the park and as such would be favourable to locate amenities such as cafe, toilets within this link. The removal of the retail and residential units on Market Parade which about the western boundary of the park will increase the physical and visual permeability and this should be seen as an opportunity to create access point and reduce the confined character of the park.

The design would look to incorporate an LTN/120 compliant cycle route along the eastern boundary connecting Havant footbridge/Havant station onto the wider cycle network.

Elm Lane

The creation of a new square, coupled with the new retail and residential units on Elm Lane the east/west link on the south of the park will require interventions to ensure footpath provision align with the proposed design. This gives the opportunity to enhance the access points on both the south west and south east corner and create an improved gateway into the park. Given the constraints of Elm Lane, mature trees, requirement for event space and the watercourse on the southern boundary further access points on the south of the park are not deemed appropriate.



ROYAL FESTIVAL HALL RAMP AND STEP DESIGN



HAVANT PARK MASTERPLAN EXTRACT - NTS

12. Development Proposals

PLAY

There are many physical and social benefits to having a well designed and high quality equipped play area within the park such as, encouraging outdoor play, improving physical health, developing social skills and developing creativity

At present the location and condition of the play equipment are deemed not to provided a high quality experience and maximise the benefits stated above. The proximity to both Park Road North and Elm Lane do not afford a pleasant setting due to increased noise and vehicle pollution levels. By relocating the play area away from the main road it would generate a more calming setting which, hopefully would increase the usage and magnify the benefits of the play equipment. Given the changes to movement, access point and the expected usage of the north/south pedestrian link on the west of the park a more considered location would be on the central point of that main pedestrian link.

The proposed play areas have been specifically designed to provided apparatus for as large as possible age groups. This has lead to scheme which is divided into two play areas for both younger and older users. The concept would be to have the two areas feel like one cohesive design and located adjacent to each other to help with surveillance and other practicalities.

Natural play

A natural play space allows children to explore their immediate world through being together and playing together in a naturalised setting, a play landscape where plants and trees provide the background for physical and creative challenges and fun.

There is an opportunity to introduce natural play areas such as logs, boulders mounds etc. and could make use of under used/redundant areas such as along the western boundary.



SHAWNT PARK LOCATION PLAN



SHAWNT PARK MASTERPLAN EXTRACT NTS

13. Development Proposals

SPORT

The provision of sports facilities within Havant Park is important to the health and well-being of local residents and this feasibility study will aim to maximise the benefits to all users.

Cricket

We will seek to retain the cricket pitch and pavilion and associated amenities required. The long standing historical association of cricket within Havant Park has informed the character of the open space and the loss of the cricket within the park would be detrimental to the character. Furthermore the cricket pitch is used by Havant Cricket Club and plays an important leisure and recreational facility to a significant number of local residents.

Skate Park

At present the skate park provisions are of poor quality and we would seek to significantly improve the facilities as providing a good quality skate park has numerous social and health benefits to younger residents.

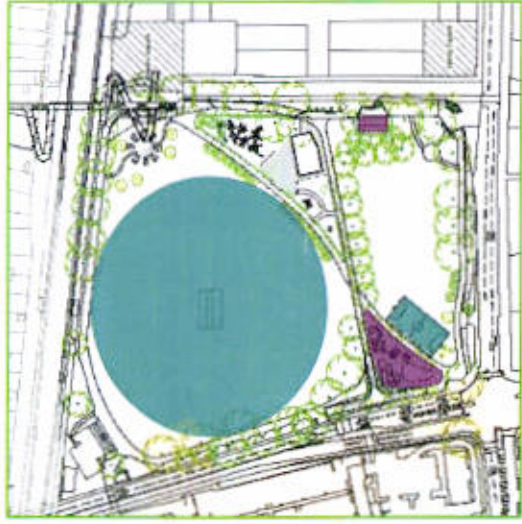
The skate park will be more landscape design lead and would look to incorporate the skate park facilities such as bowls, ramps, block, rails and stairs into the park with a softer approach by utilising soft landscaping

Tennis

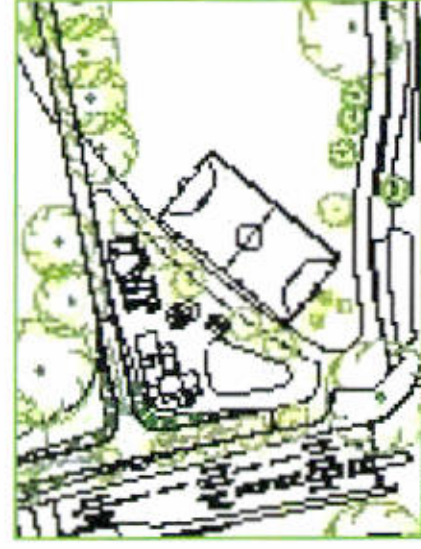
Given the condition, use and location of the tennis courts within Havant Park we would seek to we would seek to relocate and renovate a tennis court within the park.

Multi Use Games Court

Havant Park is constrained by numerous factors and to maximised the potential for sport provision one option might be a Multi Use Games Court (MUGA) as it has many benefits. It is low maintenance comparison to the existing grass, it is all weather and can be used all year round, extremely durable and can last for decades, it can accommodate numerous sports which will have a greater appeal to the community and it will also provide social, mental and health benefits.



HAVANT PARK LOCATION PLAN



HAVANT PARK MASTERPLAN EXTRACT: MUGA

14. Development Proposals

PUBLIC AMENITIES

The development proposals related to the public amenities in Havant park would consist of a revamp to the cafe and toilets to provide an improved experience for the community.

Given the condition of the existing toilet block this would require a renovation to create a more pleasant experience. This could also include improved baby changing facilities to make it more inclusive.

The green keepers lodge located on the west of the park has previously been utilised as the park cafe and is a historic building which adds to the character of the park. Whilst the location (abutting Park Road North) and size (small floor space) of the building does create a issue with making it a viable business, it does create a debate as to what is the optimum and pragmatic solution for future provisions. As such this study has produced 2 options for the cafe in the park;

Option 1.
Look to renovate and extend the existing park lodge, which benefits include the retention of a historic building, preservation of the character of the park and lower financial outlay. However given the regeneration strategy the location is not optimal.

Option 2.
Create a brand new building to be used as a cafe, toilet facilities and community hub. The most favourable location is deemed to be on the west of the park as this is deemed to create a better setting for a cafe. Additionally given the pedestrian links, proposed park facilities and existing utility services this position in the park is the most practical. That being said there is a significant financial cost associated which must be considered. Additionally the introduction of a new building and the removal / change of use of the green keepers lodge is emotive and the will of the wider public must be considered.



Option 1 - Example of modern extension to a historic building



Option 2 - The cafe at the Level in Brighton is again excellent example of providing cafe, toilets and a flexible space for community use.

15. Development Proposals

WATER COURSE

The Lavant stream flows through Havant, however over the years it has been synthetically engineered and is not in its original route. These works have eliminated the problems caused by flooding, although this has been to the detriment to the wildlife and the appearance of this once natural watercourse.

There is an opportunity to re-wild the section of Lavant stream which runs through Havant park and a CIL bid was submitted by the Environment Agency. This is a two stage project which looks to undertake a feasibility study and then carry out the subsequent interventions drawn out from the study.

Whilst there are many ecological benefits to re-naturalising the watercourse the constraints caused by the root protection areas of the existing mature trees would mean redirecting the stream north of the tree line and into the open space which is currently used for events. This loss of usable open space negates the ecological benefits and as such a complete redesign/re-routing of the stream would not be viable. An intervention which looks to re-wild the existing section should be explored with a intent to encourage fauna and flora and subsequently improve the ecological value of the stream.



16. Development Proposals

COMMUNITY

Havant park has played an important role in providing a space for the community and the proposed design will seek to retain and enhance the existing facilities. Community engagement gives us a sense of belonging, it enables us to share personal relatedness and support perpetual growth of each other, ourselves and our environment.

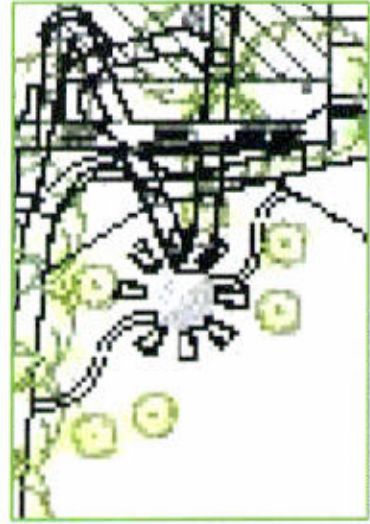
The development proposals will retain the area of open space to the south of the park which is used to facilitate open air events.

In addition the retention of the open space the design will aim to include a community garden. They can be a beneficial addition to many communities by, strengthening community ties, increasing environmental awareness and teaching the importance of sustainability.

Social ties are important to the well-being of people in a community since they bring mental and physical health benefits and community involvement. Community gardens allow for the creation of social ties and build a greater feeling of community.



HAVANT PARK LOCATION PLAN



HAVANT PARK MASTERPLAN EXTRACT 1/2

17. Development Proposals

TREES

Havant park is fortunate to have an abundance of mature trees which play an important role in shaping the character of the park and indeed the town centre. The trees include London planes, Horse chestnuts, Ginkgos and Limes. They are considered to be a valuable asset whose retention is essential when looking at the future of Havant park. As such the scheme will seek not only to retain all existing trees but it will also introduce native tree species which will help create opportunities for biodiversity enhancement.

A recent tree survey has identified 76 trees within Havant park and the outline design proposes a further 37. At present the existing large trees to the boundary are predominately deciduous, this restricts the location for new trees to a more central location within the park. In order to create a balanced design new trees should be limited to small/medium size trees to ensure the park is not overly dominated by large trees.

Due to the substantial size of the existing trees appropriate mitigation strategies must be in place when construction falls within the root protection area (RPA). This will include methods such as hand dig construction, porous hard surfacing and pile and beam foundations.



18. Hard Landscaping & Street Furniture

Street Furniture



Lighting



Hard Surfacing



Trees



Grasses



Shrubs



Bulbs



Hedgerow





- 1 Cricket Pavilion
- 2 Existing Cricket Pitch Retained
- 3 Community Garden
- 4 Improved Access to Footbridge
- 5 Play Area (Older Children)
- 6 Cafe / Toilets
- 7 Play Area (Younger Children)
- 8 Natural Play
- 9 Ramped Access
- 10 Skate Park
- 11 Tennis Court / MUGA
- 12 Petanque Court
- 13 Shared Footpath
- 14 Renaturalised Watercourse
- 15 Gateway Feature

21. Stakeholders feedback

The initial draft report has been commented on by all stakeholders to ensure that the study is comprehensive and encapsulates all their aspirations for the park. These comments will feed into the final design to ensure the proposals are appropriate and accepted to establish a holistic plan for future aspirations of the park.

Summary of feedback

- Tennis courts to be relocated within Havant Park.
- Petanque court is less favourable and should not be included within the proposals.
- Inclusion of a temporary large screen for screening events.
- The segregation of the two play areas based on age of users is deemed negative and as such the play should be connected as per the **guidance by Play England**
- Details of fencing to be provided to show how to keep dogs out of the play areas.
- Strong support for the skate park and advice should be sought from local skate groups on required equipment.
- Arboricultural Implications Assessment, Arboricultural Method Statement and Tree Protection Plan will be required at time of design.
- Inclusion of bike parking to encourage sustainable transportation
- Identify a mitigation zone for loss of park due to Elm land junction, this should be located in the west side of the park.
- Options should be drawn up for renovation of existing cafe as well as **new cafe, toilet and community hub.**



- 1 Cricket Pavilion
- 2 Existing Cricket Pitch Retained
- 3 Community Garden
- 4 Improved Access to Footbridge
- 5 Play Area
- 6 Cafe / Toilets
- 7 Picnic Area
- 8 Natural Play
- 9 Ramped Access
- 10 Skate Park
- 11 Tennis Courts / MUGA
- 12 Cycle Storage
- 13 Shared Footpath
- 14 Renaturalised Watercourse
- 15 Gateway Feature
- 16 Way Finding
- 17 Temporary Large Screen
- 18 Area for future highway works
- 19 Future Highway Mitigation Areas
- Potential loss of Land in Havant Park
- Mitigation for potential loss of Havant Park



- 1 Cricket Pavilion
 - 2 Existing Cricket Pitch Retained
 - 3 Community Garden
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 - 6 Cafe
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 - 12 Cycle Storage
 - 13 Shared Footpath
 - 14 Toilet
 - 15 Gateway Feature
 - 16 Way Finding
 - 17 Temporary Large Screen
 - 18 Renaturalised Watercourse
 - 19 Area for future highway works
 - 20 Future Highway Mitigation Areas
- Potential loss of land in Havant Park
- Mitigation for potential loss of Havant Park

25. Outline Costs

The outline costs are estimates only dated January 2022.

Ramps, Access and footpaths

- Gateway Feature - £5,000
- Way Markers - £3000
- North South shared Footpath - £720,000
- East West shared Footpath with ramp to Park Road - £450,000
- New FlexiStone surface to existing footpaths - £440,000

Total - £1,618,000

Sports Facilities

- Tennis Courts / Multi Use Games Area - £140,000
- Skate Park - £200,000
- Cycle Storage - £1,500

Total - £341,500

Play

- Play area - £250,000
- Natural Play - £5,000

Total - £255,000

Community

- Community Garden - £40,000
- Picnic Area - £30,000

Total - £70,000

Landscaping

- Trees - £18,000
- Landscaping (plants, mulching, planting) - £50,000
- Renaturalising Watercourse - £25,000

Total - £93,000

Lighting

- Lighting Bollards - £40,000

Cafe and Toilets

Retain and renovate

- Cafe - £350,000
- Toilets - £75,000

Relocate and New Buildings

- Cafe and Toilet - £1,400,000

Additional Fees

- Designers fees - £380,000
- Visualisations - £7500
- Planning permission - £1000
- Community Engagement - £5000
- Supporting reports and Surveys - £10,000

On-going Maintenance Cost

- Annual Maintenance - £10,000
- * Annual maintenance will rise in line with life cycle of the project

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