



Introduction

The consultation on the draft vision for the regeneration of Fareham Town Centre ran between 20 February and 26 March 2017. The questionnaire was promoted on the Council website, by press release, via Community Engagement events at Fareham Market and Ferneham Hall, a Static Display in Fareham Shopping Centre as well as social media channels and the E-panel.

Engagement

- 662 people completed the online survey.
- 50 attended the business breakfast.
- Around 300 people came to one of the consultation events held at Ferneham Hall and

The analysis on the following pages takes into account the comments and feedback from the different sources. The combined overall themes to emerge are presented in order of popularity.

Overall themes to emerge

What do you like about the Town Centre?

What don't you like about the Town Centre?

Top 10 Likes

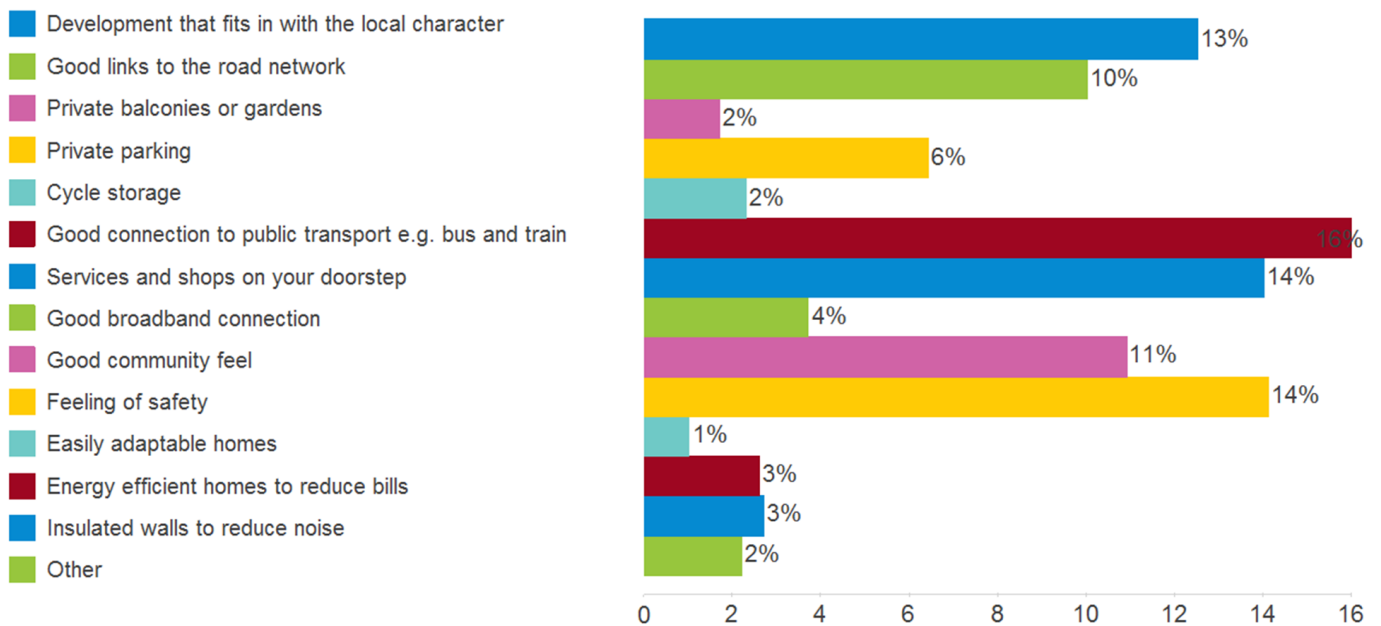
1. Good range of shops
2. Easily Accessible
3. Plenty of parking
4. Pedestrian Area
5. Undercover shopping
6. Lots of meeting places / cafes
7. Markets
8. Good arts & cultural facilities
9. Good mix of historic and new buildings
10. Don't like anything
10. Plenty of benches / seating
10. Gardens / planters

Top 10 Dislikes

1. Expensive Parking (especially Short-term)
2. Too many charity / bargain shops
3. Too many closed / empty shops / units
4. Lack of decent / popular shops
5. It's dated / drab
6. Traffic (especially Tesco Roundabout)
7. Too many coffee shops / cafes
8. Anti Social behaviour
9. Lack of local and diverse shops
10. Too many fast food outlets

What do you think are the most important things that contribute to good town centre living?

What do you think are the most important things that cont...



Other Comments—Main themes to emerge

Green areas and public space close by

Good parking options—public and private

Good local health facilities

Good retail offer locally

Good accessibility and mobility options

Business Breakfast

A range of businesses, traders and community groups based in the Town Centre, as well as a representative from the Hampshire Chamber of Commerce, made up the 50 attendees.

Attendees were presented with an overview of the vision and then discussed the proposals in small groups.

What were the main themes to emerge at this event?

- ◆ Generally supportive of the proposals in the draft vision.
- ◆ Some support for new housing in the centre.
- ◆ West Street Businesses had concerns over:-
 - Parking— the sale of the car park to Aldi had a detrimental affect on their businesses as many of their customers would use it and now they are limited to 40 mins or using Aldi car park but not feeling comfortable about it.
 - The number of coffee shops on West Street.
 - Being excluded from Town Centre events which focus on the pedestrian area.—would like to see more incorporating the whole of the town.
 - Reduction in the number of Bus stops on West Street, with only one on the southern side. Many of visitors are elderly and it is too far for some to walk down the whole of the street.
- ◆ Improved Signage to highlight types of shops on offer, would be willing to pay to have their name advertised, along with others in the pedestrian area.
- ◆ Poor connection between Ferneham Hall/ Ashcroft and bars and restaurants.
- ◆ Could business rates be more flexible? e.g. relief for traders already based in the centre looking to occupy a bigger premises in the town or even take on a second premises.
- ◆ Overall comments about parking included:-
 - Lysses Car park considered unsafe—personal security
 - Leisure Centre— could use for extra parking for events, with park and ride options
 - Sundays - free car parking in inner car parks requested,
 - Bank holidays —parking arrangements should be reviewed.
 - Park and ride is boring—make it exciting such as open top for parents/ children
- ◆ Walking for health—walk map of town centre; waterfront—keep fit in Fareham
- ◆ Shop mobility:-
 - Popular facility
 - Reprovision of Shop mobility

Business Breakfast

- ◆ Tesco / Market Quay:-
Review of traffic lights needed
Inefficient traffic movements
- ◆ Trinity street:-
How can we improve the area?
Getting rid of magistrates Court was supported
- ◆ Concern about the number of coffee shops in the town centre as a whole
- ◆ Concern about anti-social behaviour; worried that night opening would result in disruption from unruly people. Improved Alleyway adjacent to Argos—still have people sleeping rough
- ◆ Question whether market vehicles could use Lysses not Malthouse
- ◆ Observation that the train station was not close to the bus station but no solution proposed
- ◆ Make the centre look more attractive e.g. Xmas lights

Consultation Stands

Officers ran three face-to-face public engagement events:

- Fareham Monday Market
- Saturday Fareham Farmers Market
- Ferneham Hall

In total, around 300 people attended one of the events, with many constructive comments provided. The majority were generally supportive of the proposals in the draft Vision.

General Themes to Emerge at these Events:-

- People liked the convenience of the town centre, particularly parking, bus station/ BRT service.
- People liked the range of shops available but thought that there were too many charity and bargain shops and that a few more large chain shops were needed
- People were concerned about the number of empty units particularly at the end of the shopping centre where BHS used to be.
- Poor connectivity between the different areas of the town centre
- Traffic concerns
- Parking costs too high
- Some buildings and unit frontages are dated
- People liked the independent shops along West street

Social Media

The Council ran a social media campaign to promote the consultation. There were 14 posts, about the draft vision on the Council's Facebook account with a reach total of 46,747. 34 people made comments, 42 likes and 35 shares.

A number of discussions also took part on external Facebook accounts such as Fareham Countryside or more Housing?

The following are the main themes to emerge on Social Media:-

- Four story flats not considered to be in keeping with the history and culture of the town
- The town centre is too large / spread out
- Consider reduced parking tariffs to provide better competition with Whiteley.
- Suggested improvements to the bus station include making it wider with toilets open 6am to 11pm and a retail kiosk
- Get rid of betting and pawn shops
- Fill some of empty shops / better range of shops needed
- Town is so quiet

Survey Results

What would encourage you to visit the town centre for a night out?

Themes to emerge ranked in order of popularity

Theme	Rank
Better selection of restaurants	1
Better public transport at night	2
Better quality bars	3
Greater feeling of safety	4
Better selection of pubs	5
More police presence	6
Live music venue	7
Free parking at night	7
Better Street Lighting	7
Nightclubs	8

Theme	Rank
Better theatre	8
Convenient parking i.e. close to venues	9
A new entertainment venue	10

What would encourage you to shop or eat in the Town Centre?

Themes to emerge ranked in order of popularity

Theme	Rank
Greater variety of eateries	1
Greater variety of shops	2
Cheaper parking	3
Better quality eateries	4
More independent shops	5
Free parking	6
Better road access	7
Make the centre cleaner	8
More outdoor eating areas	8
Cheap restaurants	9
Deli, Butchers, Fish market	9
Easier parking access	10
More independent eateries	10

We have identified a number of possible key objectives for the town centre. We would like to know how much of a priority each of them are to you.

Ranking based on priority responses minus non-priority responses

Priority	Score	Rank
A wider range of shops and eateries	537	1
The right amount of parking in the right places	503	2
A better cultural and leisure offer	493	3
Developing an evening economy	359	4
More commercial and residential uses on the edge of the town centre	107	5
Much needed housing with parking	70	6

Ranking based on number of high priority responses

Theme	High Priority	Fairly High Priority	Total High Priorities	Rank
A wider range of shops and eateries	295	190	485	1
The right amount of parking in the right places	291	191	482	2
A better cultural and leisure offer	194	199	393	3
Developing an evening economy	149	176	325	4
Much needed housing with parking	84	102	186	5
More commercial and residential uses on the edge of the town centre	56	113	169	6

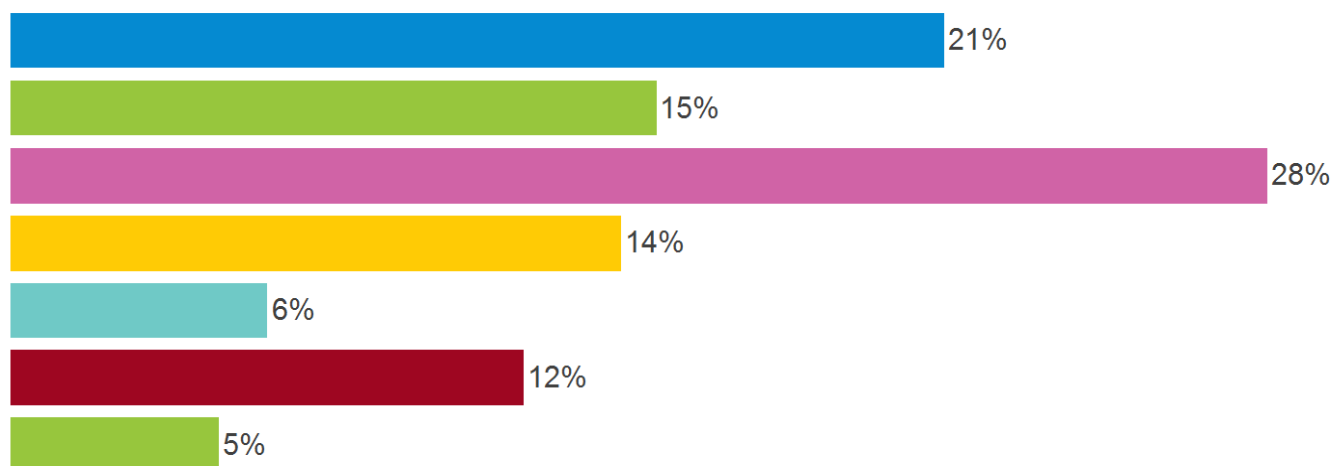
Do you have any comments about the proposed changes to the Civic Area?

Themes to emerge ranked in order of popularity

Theme	Rank
Support all proposals	1
Support car park changes	2
Support new cultural and arts facility	3
Support housing proposals	4
Traffic concerns	5
Support garden preservation	6
No more house building	7
Modern sized parking spaces needed	8
Housing should focus on affordable options	9
Keep the Ashcroft	10

What would you like to see in a new cultural and arts facility?

What would you like to see in a new cultural and arts fac...



- Community rooms for different uses e.g. meeting rooms, workshop space, rehearsal space for hire
- Classes e.g. dance
- Theatre
- Gallery space e.g. art
- Catering facilities
- Cafe
- Other

Other responses	Rank
Live music venue	1
Outside space for café/bar	2
Comedy events	3
Bar	4
Exhibitions	5
Affordable hall for hire	6

What do you think about the Proposed changes to Market Quay?

Themes to emerge ranked in order of popularity

Theme	Rank
Not in favour of multi storey at this location as it will compromise the view / make it too enclosed	1
Concerns about traffic congestion at this site / Tesco roundabout	2
In favour of all proposals / ideas	3
Improved parking needed	4
Above shop housing is a good idea as utilises space well	5
Market quay car park is too expensive	6
Shame Police are not staying; Concern about how anti-social behaviour will be managed if more places staying open later	7
Multi storey car parks are not well liked by some people especially at night	8
More restaurants would be good. But not necessarily chain restaurants.	9
Support for more retail	10

What do you think of the proposed changes to the Transport hub?

Themes to emerge ranked in order of popularity

Theme	Rank
Agree with all the proposals	1
Need more parking in the transport hub area	2
Development should be less than four storeys high	3
Agree that more housing is needed	4
Concerns over impact on traffic	5
Development should be a maximum of four storeys	6
Need a park and ride	7
Why need for more housing if Welborne is going ahead?	8
Need better connectivity with the bus station	8
More commercial development	8
Not a transport hub	8
Fire station needs to remain	8
Needs to be affordable housing	9
Concerns over infrastructure and services	9
Don't need shops there	9
Need mix of different building heights	9
No more development needed	10
Too much focus on parking	10

Do you have any comments about the proposed changes to West Street?

Themes to emerge ranked in order of popularity

Theme	Rank
Fully support proposals	1
Agree with need for more housing	2
Niche shops and independent businesses	3
Replace the courts with housing	4
Four storey development it too high	5
Council to support small shops and businesses e.g. through business rate relief	6
Need more parking options	7
Concerns about the impact of traffic	8
Pedestrianize more of West Street	9
More bus services should stop on West Street	10

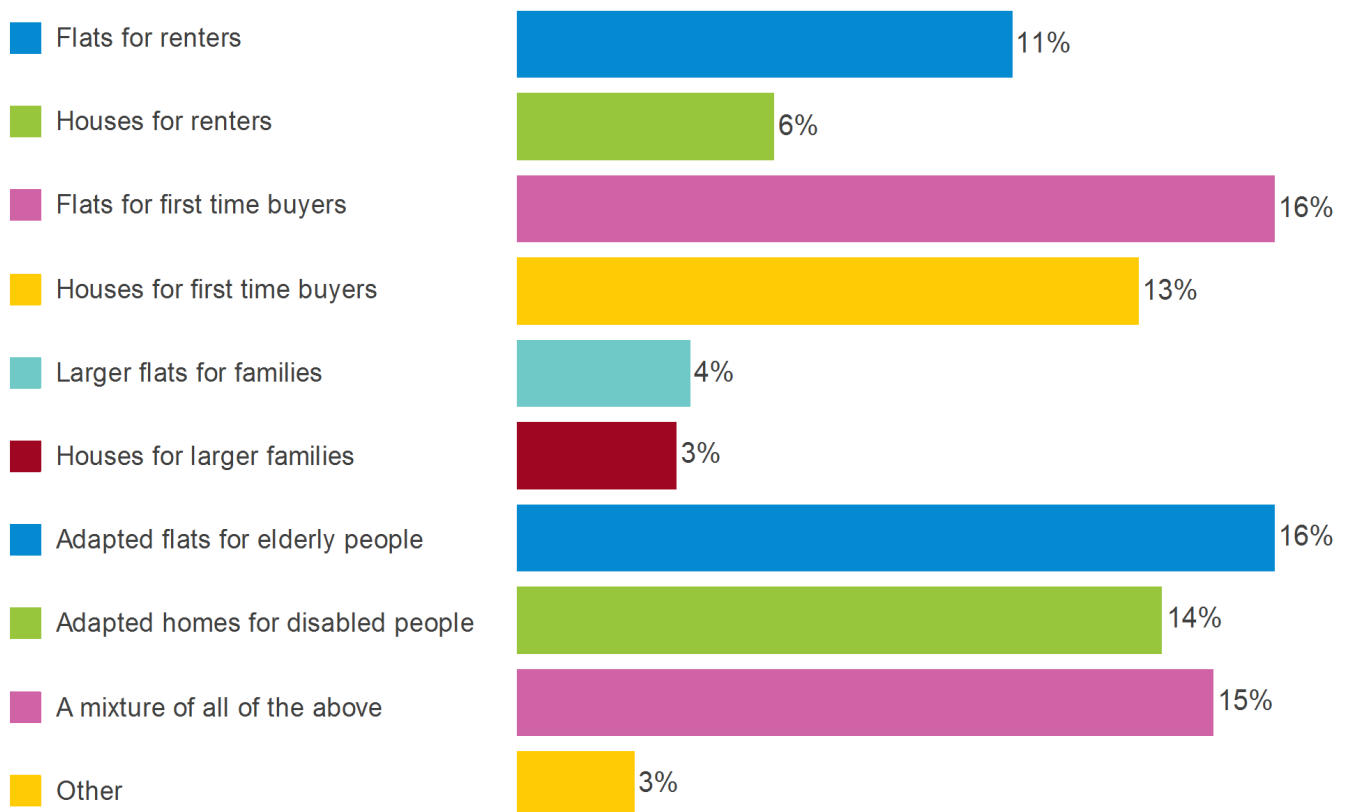
What do you think of the proposed changes to Lysses?

Themes to emerge ranked in order of popularity

Theme	Rank
Agree with all the proposals	1
Agree to residential development as long as it is in keeping with the area and has adequate parking	2
Conservation area must be protected	3
If houses must be built in the town then this is a favourable location	4
Change all of the car park to residential	5
I didn't even know Lysses car park existed	5
Make the car park free so people use it and walk into town	6
Could the green space be extended / improved? Include some leisure facilities?	7
Upper level should remain parking as bottom level is too far away from the shops	8
Better connections from High Street to Civic Area and shopping centre needed to make Lysses car	8
More infrastructure needed in terms of roads and schools before more houses are built	8
Not keen on three storey houses in this area	9
Believe this car park is better used than described particularly by workers	10

What types of housing do you think we should encourage in the town centre?

Below chart shows percentage responses



Percentages are rounded so may not add to 100%

Other Comments—emerging themes

- Mixture of old/ disabled / young families
- Affordable housing must be a priority
- Family homes need good sized gardens therefore Town Centre not suitable due to lack of land
- None at all ; Fareham is full
- Energy neutral

Do you have any comments on the locations we have identified for more housing in the town centre?

Themes to emerge ranked in order of popularity

Theme	Rank
Concern about traffic and other infrastructure	1
All locations seem sensible; fully in support of developing brownfield sites	2
Housing in town centre location should be for elderly and less mobile or those on low incomes	3
Why are you building in town centre locations when you have Welborne?	4
Town Centre should be for shops not housing	5
Support for housing over shops and in empty office space	6
New homes in any location need 2 car parking spaces	7
Don't squeeze too much in	8
Build majority of homes at Transport hub to be attractive to train commuters	8
Careful design required	8
Consider redeveloping site adjacent to Tesco / Old Foundry	8
Make town centre more accessible / improve public transport	8
Careful thought should be given to the types of people being housed and where they want to live	8
Young people bring vibrancy not housing. Consider leisure facilities and sixth form colleges instead	9
Increase in social housing in town centre locations would make Fareham less attractive to businesses.	10

Do you have any other comments about our plans for the future of the town centre?

Themes to emerge ranked in order of popularity

Theme	Rank
Looking forward to the changes	1
Concerns over how existing infrastructure will cope—especially traffic issues	2
Need to consider provision of community and leisure facilities in your plans	3
Reduce car park charges to entice more people in	4
Address problem of town looking down trodden / uncared for first	4
Open spaces / greenery / big park needed	5
Consider history of the market town / revitalise the market	6
High quality development needed	7
There are lots of empty shops already—don't build more	8
Mix of social housing / decent shopping and night time economy don't mix and could encourage ASB	8
Creation of evening transport links to town centre is vital	9
Offer something different to Whiteley / Gunwharf / Southampton	10
Safer / better cycle routes and provisions	10
Encourage Police to stay—concern over crime	10

A bit about the respondents

How often do you go to the town centre?

Every Day 9%
I live there 9%
Every weekday 2%
A few times a week 42%
Only at the weekend 7%
Once every two weeks 14%
Once per month 7%
Less than once per month 6%
Other 4%

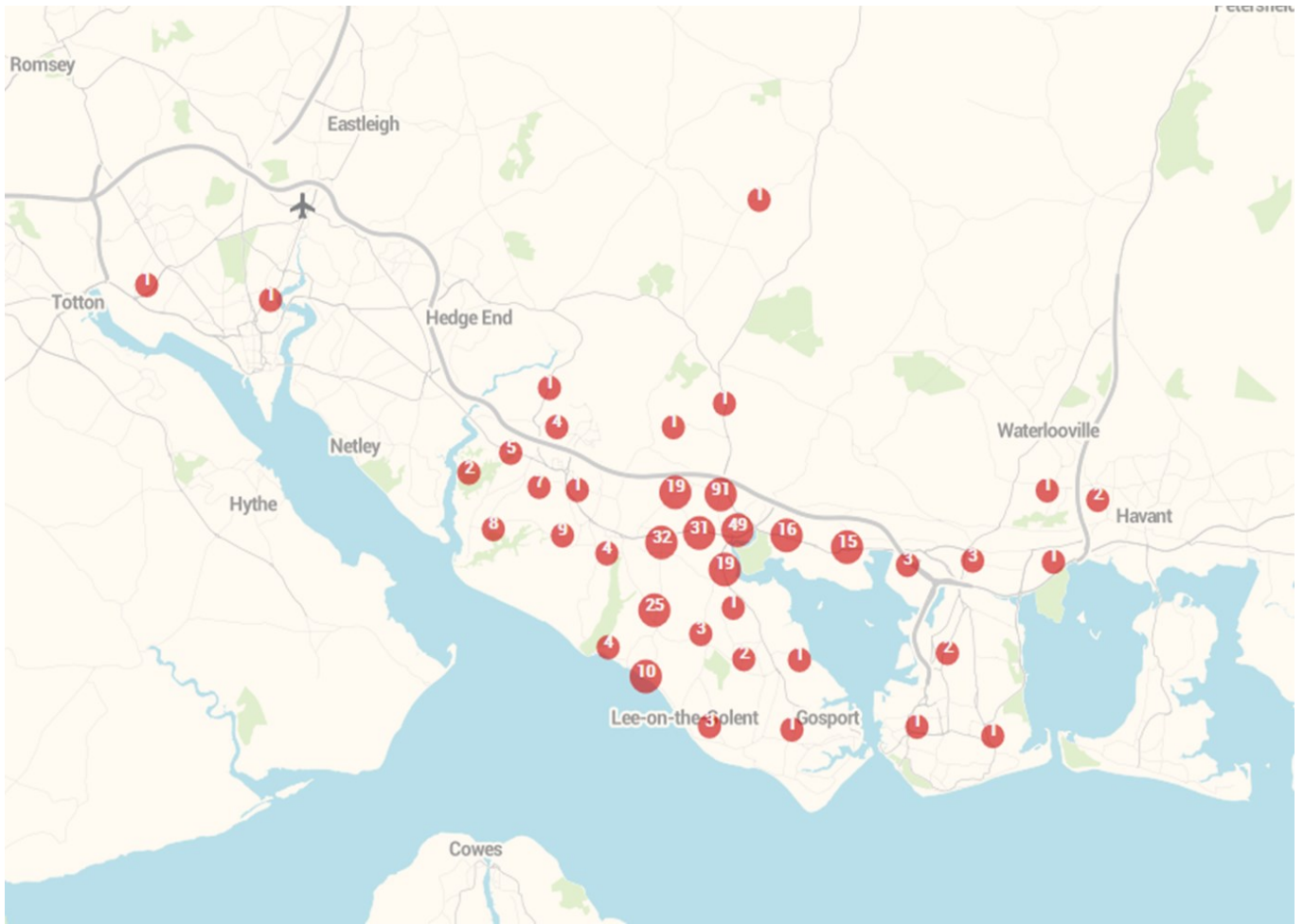
How do you get to the town centre?

I walk 35%
I go by bike 6%
I get the bus 11%
I get the train 2%
I drive and park for less than three hours 38%
I drive and park for more than three hours 4%
I drive and park there all day as I work locally 2%
Other

Who do you normally visit the town centre with?

My partner / husband / wife 45%
My young children (aged 10 and under) 5%
My children (aged 11 and over) 2%
A friend or colleague 6%
On my own 35%
Other 6%

Postcode of Respondents Mapped





What is your interest in Fareham Town Centre?

- I am a resident of Fareham 56%
- I live elsewhere in the borough 17%
- I live in the town centre 4%
- I work in the town centre 4%
- I own a business in the town centre 1%
- I own a property in the town centre 2%
- I am part of a community group with an interest in the town centre 8%
- I am part of a local government organisation 1%
- Other 8%

Please give details

Interested in all surrounding areas.

I am a member of South Downes Musical Society

Portsmouth City Council

Currently seeking to move - very difficult to down size as bungalows - too expensive - need smaller affordable properties.

I FEEL AS THOUGH I'm ONE VOICE AGAINST THE TIDE OF UNECESSARY CHANGE-BUT I HAVE A VOICE.

Gosport and Fareham friends of the Earth, Roman catholic church.

Believe it or not I am a resident who likes Fareham and desperately wishes the Town Centre was more than it is.

I visit for the library, shopping and to eat/drink out

Belong to a local group which organises fund raising activities for a local charity. Use of reasonable community facilities would be helpful as the cost of hiring halls in the borough is spiralling.

I was born in Fareham. I grew up there and my parents live there.

I love the gym facility at Sports direct.

Orchestras/choir/teacher.

shopping

I use shop mobility to hire a scooter. I go by taxi every Friday for coffee with friends and shopping in the town centre. Please keep "Shop Mobility" in central; Fareham

Solent Transport

Gary Weaver, General Manager - Solent First Hampshire Buses

Megan Streb Partnership Manager, South Sustrans

Mrs B.M Clapperton, MBE Hon. Secretary

What is your interest in Fareham Town Centre continued

I have family that live in the town centre

Live near.

I am from Fareham and all my family live I Fareham

Shopping and entertainment

An e panel

I work voluntarily in a charity shop

Former resident. Now in London.

I use Fareham for shopping and for entertainment. Also for access to the Rail network. I also have to travel through it very frequently.

within the shopping centre

Work for One Community

I live in Wallington

I have lived in Fareham for more than 30 years.

I commute to work via the rail station and regularly use the services available in the town centre

I grew up here and I love my home town.

Fareham Good Neighbours and Abbeyfield Fareham

HCC

I am the owner of TravelRest Ltd. A local Fareham based hotel company

I visit the town on a regular basis.

Bus users

I live in Russell Place down the lane off Trinity Street opposite the Magistrates Court.

Independent business in West Street

I visit to shop and to use the various eating / drinking establishments.

My children live in Fareham & my grandchildren

My children live in Fareham and my grandchildren.

I have lived locally for nearly 50 years and have seen vast changes in traffic & congestion & it will get much worse without adequate planning.

live in Gosport, visit Fareham 2-3 times per week

I own and run the largest firm of family Estate Agents Chapplins

I live very close to the town centre

RETIRED.

Town centre used to be called ' old Fareham'

What is your interest in Fareham Town Centre continued.

I used to live in Fareham and went to Price's School for many years

I want it to be a thriving centre that is worth visiting especially if pedestrians are considered in this grand plan.

Masonic Centre

I have a retail stand in the shopping centre over the Christmas period selling giftware items

I am a Governor of 2 local schools (primary & secondary)

Radian Housing Association

I shop, eat and take classes at Ashcroft Art Centre

Don't want it messed up!

In Portchester

I am a student living at home. I do not have the nightlife student lifestyle but Fareham is dull for a night out and I don't feel safe when I am out at night time there.

Live in Portsmouth

Is Park Lane in "Town Centre"

PO17 5LB

I am interested in seeing online brands move to Fareham

Question 1 She comes into town once a week

Question 1- usually find somewhere free

Question 1 Car parking charges prohibitive to us as a pensioner at £1.50. Free parking for 1st hour would encourage many more visits

Question 2 wheelchair user.

I worked in the town for more than 50 years before retiring.

It is our main shopping area

shops, health centre.

Fareham over 50's choir

What is your interest in Fareham Town Centre continued.

I come to Relate

Former Fareham resident who works at Kites Croft

Work at Citizens Advice

Hampshire resident with an active interest in all its component areas.

I am a visitor from Cosham

I'd like to see the Town Centre as a successful competitor/alternative to other local centres

I have lived here now for 15 years.

I used to live in the Lysses area, therefore have 1st hand experience of life town centre

My nearest big town

I live within the catchment area for shopping

We live in Southampton

Betfred

I live in Portsmouth but work one day a week in Fareham and also do lots of my shopping there. I regularly attend your Theatre

I use Ferneham Hall with a number of theatre groups in the Hampshire area

South Downe Musical Society. I also lived in Fareham for 8 years up until last summer.

Question 1-approx once a week

Question 1 Going to bank-3 weeks normal-charity shop giving items away

Amateur dramatic societies that use Ferneham Hall

Methodist church and supplying facilities for community

Musical society

Volunteer at the Xperience Centre

It is my closest town (from Locks Heath). Our sports club is also supported by shops in Fareham

Gosport resident

Fareham Constituency Labour Party

As a trustee of a very small charity, I would appreciate hiring a kiosk!