



Introduction

The consultation on the draft vision for the regeneration of Portchester Village Centre ran between 23 January and 6 March 2017. The questionnaire was promoted on the Council website, by press release, via Community Engagement events at Portchester Market and Parish Hall, a Static Display at Portchester Library/Health Centre as well as social media channels and the E-panel.

Engagement

- 465 people completed the online survey.
- 35 attended the business breakfast.
- 450 came to one of the three consultation events (two at the Wednesday Market and one in Portchester Community Centre).
- 7,549 people were given information about the draft vision on the Council's Facebook account, 24 of which made comments. A number of discussions also took part on external

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 first, followed by analysis of feedback from the different sources

Overall themes to emerge

Car Parking

Improve the Council's car parks to meet the needs of shoppers and other key users of the centre

Redevelopment

Encourage both private and public landowners to improve the look and vibrancy of the precinct through future redevelopment proposals

Majority support changes to parking layout

Comments:

Concerns over removal of HGV parking and layout of proposed LGV

Concern over access to proposed LGV spaces

Want reassurance parking will stay free

More spaces needed

Want parent and child spaces

Disabled parking should be close to the shops

Loss of car park behind Co-op could impact on disabled and precinct residents

Majority thought housing in the precinct would help make the place more vibrant

Majority support vacant shops on outskirts being used for other purposes

Comments:

Affordable housing needed

Public toilets need renovating

More flats above shops will invade privacy

Encourage shops from outskirts to take up vacant shops in the precinct

Too many charity shops

Overall themes to emerge

Visual appearance

Improve the attractiveness of the precinct for its users by working with Hampshire County Council who own and manage this area

Most wanted visual improvements :-

- New paving
- Better lighting
- New seating, bins etc.
- Improved railings
- Replace trees to protect paving
- Improve signage in and around centre

Comments:

A sizable minority want to keep the trees.

Remove planters/raised beds near bus stop

Need covered seating and shelter

Want interesting features e.g. performance area, play features and landscaping

Alleyways and entrances need updating

Non-slip paving needed for safety

Need more effective CCTV

Don't feel safe walking through at night

Want better signage to promote the centre

Events & Activities

Strengthen the Wednesday market, and encourage business and community run activities and events within the precinct

Most think community run events will improve the precinct

Market stalls people want:

Farmers/local produce

Book stalls

Clothes and shoe stalls

Community/charity stalls

Shopping experience

Encourage local shops and businesses to improve their shop fronts, canopies and what they offer customers

Most think new canopies would improve the look of the precinct

Most think outdoor café and restaurant seating would make it more vibrant

Comments:

Canopies should look consistent

New canopies too expensive for many shops

Business Breakfast

A range of businesses, traders and community groups based in the Village Centre attended as well as a representative from the Hampshire Chamber of Commerce made up the 35 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?

Parking

- Broad support for Council's parking proposals.
- Some concern at the lack of lorry parking but supported an overnight scheme.
- Redevelopment
- Some concerns about the loss of parking if site behind Co-op is developed. Particularly about where disabled parking will go.

Visual Appearance

- Strong support for improved precinct area.
- Some thought existing red paving is slippery and should be removed
- General support for removing larger trees, especially those that were causing the paving to uplift.
- Any new planting back should not obscure the CCTV, damage the paving or clog gutters with excessive leaves.
- Need for shelter from weather e.g. larger canopies.
- New shopfronts and canopies are expensive. Some financial support from the Council money would help.

Safety

- Lights need to be improved as currently hazardous.
- CCTV can easily be avoided, need a more central 360 degree camera.
- Signage
- Strong feeling that village centre needs improved signage - advertising the centre (shops/services) and free car parks.
- These should also be on A27 and roundabouts. No signage when coming from Portsmouth.
- No signage from Castle to Village Centre – wasted opportunity.
- Strong support to improving the gateway signage to reflect free parking etc.

Business Breakfast

Signage

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Market and community events

- Some felt the markets was a good thing for the precinct.
- Some were concerned that the market did not benefit traders and felt that environmental health regulations were not applied in the same way as shops, which was unfair competition.
- There had been good examples of community led events such as the Fun Day (raised £1000 for defibrillators) and the turning on of the Xmas lights.
- There were ideas of having Festival focused events, French markets, craft markets and other community events
- Community events should be incorporated as currently occurs in Fareham Town Centre.
- Infrastructure
- Portchester needs a much better online presence. No superfast broadband in the precinct. Businesses are struggling with internet sales because of this.
- Courses could be provided to businesses to teach them how to increase online sales.
- Would like to see public wifi in the area.

Consultation Stands

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

- Wednesday 25 January, 9am – 3pm at Portchester Market
- Monday 6 February, 2pm – 7pm at Portchester Community Centre
- Wednesday 8 February, 9am – 3pm at Portchester Market

In total, 450 people attended one of the events, with many constructive comments provided. The majority were generally supportive of the proposals in the draft Vision. The following are the most pertinent themes to emerge:

Parking

- Parking needs to stay free.
- Generally supportive of proposed changes but:
 - Concerns that removal of HGV will drive more of them to park on residential roads.
 - Concerned that the road leading from Castle Street to the car park is too tight to accommodate larger vehicles.
 - Concerns about LGV vehicles being able to easily move around the car park to the LGV spaces.
 - Concerns about possible noise issues for residents i.e. Assheton Court, having LGV vehicles parked close to them.
 - Concerns from a resident who lives in the precinct having to walk further to their flat at night if the car park area behind Co-op is redeveloped.
 - Would like to see parent and child parking.

Visual Improvements

- Most supportive of the proposed visual improvements
- Replacing trees resulted in some polarised views. Members of the Portchester Society were particularly concerned about their removal. However, more residents saw the benefit in replacing them with smaller varieties to help ensure that the paving is safe.

General Comments

- People wanted to see a greater variety of shops, with less charity shops.

Social Media

The Council ran a social media campaign to promote the consultation. 7,549 people were given information about the draft vision on the Council's Facebook account, 24 of which made comments. There was some confusion about the role of the Council and what it could influence.

A number of discussions also took part on external Facebook accounts such as Voice for Portchester. This page was a focus for considerable debate amongst residents. Members of the page attended the business breakfast and also provided officer a list of proposed improvements they would like to see.

The following are the main themes to emerge:

Parking

- Concerns that the removal of the HGV parking will mean vans etc. parking in residential roads.
- Parking needs to stay free.

Improvements to precinct

- Could be more child friendly in the precinct e.g. play facilities
- Could have a performance area
- Castle themed street furniture
- Better signage needed to promote the Village Centre

Range of shops

- A wider selection of shops e.g. deli, book and music shops
- Less charity shops
- More flexible use of units, to allow small start-up traders to share space in a single shop.

Survey Results

Car Parking

Results

Q. Should we change the car park layouts to increase the number of free parking spaces available?

Yes	314	(71%)
No	100	(23%)
Don't Know	26	(6%)

Emerging Themes

71% of respondents answered Yes they were in support of increasing the number of free parking spaces.

Topic	Comment	Council Response
Removal of Parking for HGV	Concern they will park in residential streets	HGV's can still use the facility overnight.
Removal of Parking for HGV	Conflict with vision for growth and attractiveness of market	
Removal of Parking for HGV	Distinction between HGV and LGV Spaces not clear	
LGV spaces	Too many bends, very narrow access for lorries	
LGV Spaces	Not enough turning space	
LGV Spaces	Should be closer to the precinct If used by Market traders	
Free Parking	Include Signage—free for shoppers	
Free Parking	Need assurance it will remain free for all	
Extra Spaces Needed	Car park is full on Market Days	
Extra Spaces Needed	Can be difficult to find a space at certain times	

Topic	Comment	Council Response
Disabled Spaces	Need to be closer to the shops and walk throughs.	
Disabled Spaces	Car park surface is uneven / not good for wheelchairs.	
Proposed Development on Car Park behind Co-op	This Car Park is well used by disabled and elderly. Removing it may encourage disabled drivers to drive to Tesco instead	
Proposed Development on Car Park behind Co-op	Concern extra parking spaces provided will be taken up by people living in the proposed development	
Parking for families	Current spaces are too small—some Parent & child Spaces are needed	
Short Stay / Long Stay Changes	How will this be enforced and what will it cost?	
Short Stay / Long Stay Changes	How many hours is Short Stay? Will it be enough for elderly shoppers?	
Short Stay / Long Stay Changes	Will 82 spaces be enough to accommodate workers, commuters and residents? Doesn't cater for any growth.	
Short Stay / Long Stay Changes	Leaving it long stay makes it more flexible. Regulations may put people off shopping in Portchester.	
Bigger Spaces Needed	Today's cars are larger	

23% of Respondents answered No and 6% answered Don't Know

Topic	Comment	Response
No call for Change	Waste of money. Use funding in right areas first	
No call for Change	Reducing Long stay parking might force workers to park in residential roads	
Disabled Spaces	Figures for blue badges spaces not clear if they are part of overall figure or in addition to	
	Proposed disabled bays are not closer enough to village centre, Co-op, bank and public toilets	
	Good idea to have blue badge spaces closer to Parish Hall	
Proposed Development on Car Park behind Co-op	This car park is used for 'pop in' visits. Removing this will encourage people to go elsewhere.	
	Flats will create more traffic and parking congestion.	
	This Car Park is always full.	
HGV Spaces	Concern no weekend/ overnight for LGV/ HGV's	
HGV Spaces	Commercial vehicles will park on already congested roads	
HGV Spaces	Vital service. Well used. Removing it won't help attract more businesses.	

Topic	Comment	Council Response
LGV Spaces	Curvature of roads will make accessing car park difficult	
LGV Spaces	LGV spaces is right behind residential homes!	
LGV Spaces	Marked out unloading bays required	
Short Stay / Long Stay Changes	Lack of car parking at station means commuters use long stay parking	
	Long Stay used by people catching buses to hospital, Southampton, Portsmouth etc.	
	Waste of money to limit use	
	Reduction of long stay spaces will exacerbate on street parking which is already a problem	
Parking for families	Mother and baby spaces needed	
Bigger Spaces Needed	Will moving the recycling bins would free up more space	
Bigger Spaces Needed	Will having more spaces mean that parking spaces will be smaller? This is not clear	
Safety Concerns	Walk from car park to shops involves trip hazards, puddles, and lack of security at night .	

Redevelopment

Results

Q. Would housing in the precinct (such as flats above shops) help bring people in and make the place more vibrant?

Yes 220 (48%)

No 170 (37%)

Don't Know 69 (15%)

Q. Should some shop units outside the main precinct area be used for other purposes if vacant?

Yes 340 (75%)

No 66 (15%)

Don't know 45 (10%)

Emerging Themes

48% of respondents answered yes housing in the precinct would help bring people in and make the place more vibrant.

Topic	Comment	Council Response
Parking	Dedicated long stay parking needed for any new flats	
Existing Properties	Don't we already have flats above the shops?	
Type of Housing	Affordable housing needed	
Type of Housing	Encourage more young people to live in Portchester, flats for younger people to buy	
Existing Properties	should consider renovation of existing properties in precinct Access for Lorries at rear of Co-op needs to be considered	

Topic	Comment	Council Response
Proposed Space	Public Toilets need updating. Incorporate in centre and remove current block to free up space.	

37% of respondents answered No and 15% answered Don't Know

Topic	Comment	Council Response
Infrastructure	Not enough parking, schools, doctors to support more homes	
Type of Housing	More flats might not attract right type of people to precinct	
Type of Housing	Affordable housing needed	
Problems for Residents	More flats above shops will invade privacy	
Problems for Residents	Deliveries create noise problems for residents of flats above shops	
Existing Buildings	Redevelopment of public toilets would be useful	
Existing Buildings	Encourage wider choice of shops into precinct by dressing up precinct itself instead	

75% of respondents answered Yes some shop units outside the main precinct area should be used for other purposes if vacant

No 66 (15%)

Don't know 45 (10%)

Topic	Comment	Council Response
Concentrate shops in Precinct	Incentivise shops outside main precinct to take up vacant units within precinct and use vacant units as residential	

Visual appearance

Results

Q. Our ambition is to undertake some of the following works. To help us we want to know what your priorities are.

Visual Improvements Ranked

1. Paving	High Priority	319
	Fairly High Priority	91
2. Lighting	High Priority	189
	Fairly High Priority	132
3. New Seating, bins etc.	High Priority	145
	Fairly High Priority	164
4. Railings	High Priority	93
	Fairly High Priority	113
5. Replacing Trees	High Priority	89
	Fairly High Priority	102
6. Signage	High Priority	75
	Fairly High Priority	130
•	Remove planters/ raised beds alongside bus lay-by as they obscure view of the precinct from the road and force passengers into the road if more than one bus is in the layby.	

Topic	Comment	Council Response
Types of use	Be more clear about what 'other purposes ' means	
Types of use	Limit Charity shops and encourage a wider range of retailers	
Types of use	Use empty units for community groups and charities on a short lease	

Emerging Themes

Topic	Comment	Council Response
Paving	Non-slip paving needed	
Paving	Uneven surfaces are dangerous	
Paving	Surface must accommodate market vehicles or stop lorries driving over it	
Paving	Please look at ways to repave that would accommodate the larger trees. They provide shade in summer and add character to pre-	
Seating	Should be classical to reflect character of Portchester	
Seating	Need some covered seating	
Interesting Features	Small children's play park in precinct	
Interesting Features	Bandstand/ canopy for cover and support of local events	
Interesting Features	Art installations/ sculptures to involve local people and reflect history	
Interesting Features	Gardens/ flower beds/ landscaping	
Interesting Features	Outdoor gym	
Interesting Features	Improve Structure that holds the clock	
Other	Improvements / Facelift needed to some shop fronts and buildings	
Other	Alleyways and entrances need updating	

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Topic	Comment	Council Response
Other	Ban cycling, make ban more prominent	
Other	Remove planters/ raised beds alongside bus lay-by as they obscure view of the precinct and force passengers into the road if more than one bus is in the layby.	

Events & Activities

Results

Q. What other stalls or retailers do you think would benefit the Wednesday Market?

For full list of results please see the appendix.

Emerging Themes

- Farmers markets / local produce/ themed markets
- Appoint a centre manager, better publicity
- Book stalls
- Local traders
- Shoe stalls
- Food stalls
- Crafts/ haberdashery
- Children's clothes
- Community groups / charity stalls
- Stalls take customers away from shops—ones that don't conflict with this

Q. Do you think having community run events in the pedestrian public areas will improve the vitality of the precinct?

Yes 372 (82%)

No 33 (7%)

Don't know 50 (11%)

Q. Please provide details of any community group you may be part of that would like to hold an event in the precinct.

Please see the appendix for answers to this question.

Shopping experience

Results

Q. Would replacing the existing shop canopies help improve the look of the precinct?

Yes 384 (84%)

No 41 (9%)

Don't Know 30 (7%)

Q. Do you think having more outdoor café and restaurant seating will help make the precinct more vibrant?

Yes 304 (67%)

No 105 (23%)

Don't Know 43 (10%)

Emerging Themes

Topic	Comment	Council Response
Appearance of Canopies	Colour needed	
Appearance of Canopies	Consistency required to link them together	
Appearance of Canopies	Need modernising	
Shelter needed	Covered outside space	
Shelter needed	Canopies along both sides	