



FAREHAM  
BOROUGH COUNCIL



leslie jones  
architecture

Appendix 1

# Fareham Town Centre Regeneration Strategy and Action Plan

Optioneering, Stage 2 of 3

March 2024

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Assessment Criteria
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  - 3.04 Underused & Underutilised buildings
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1.0

THE TOOLKIT

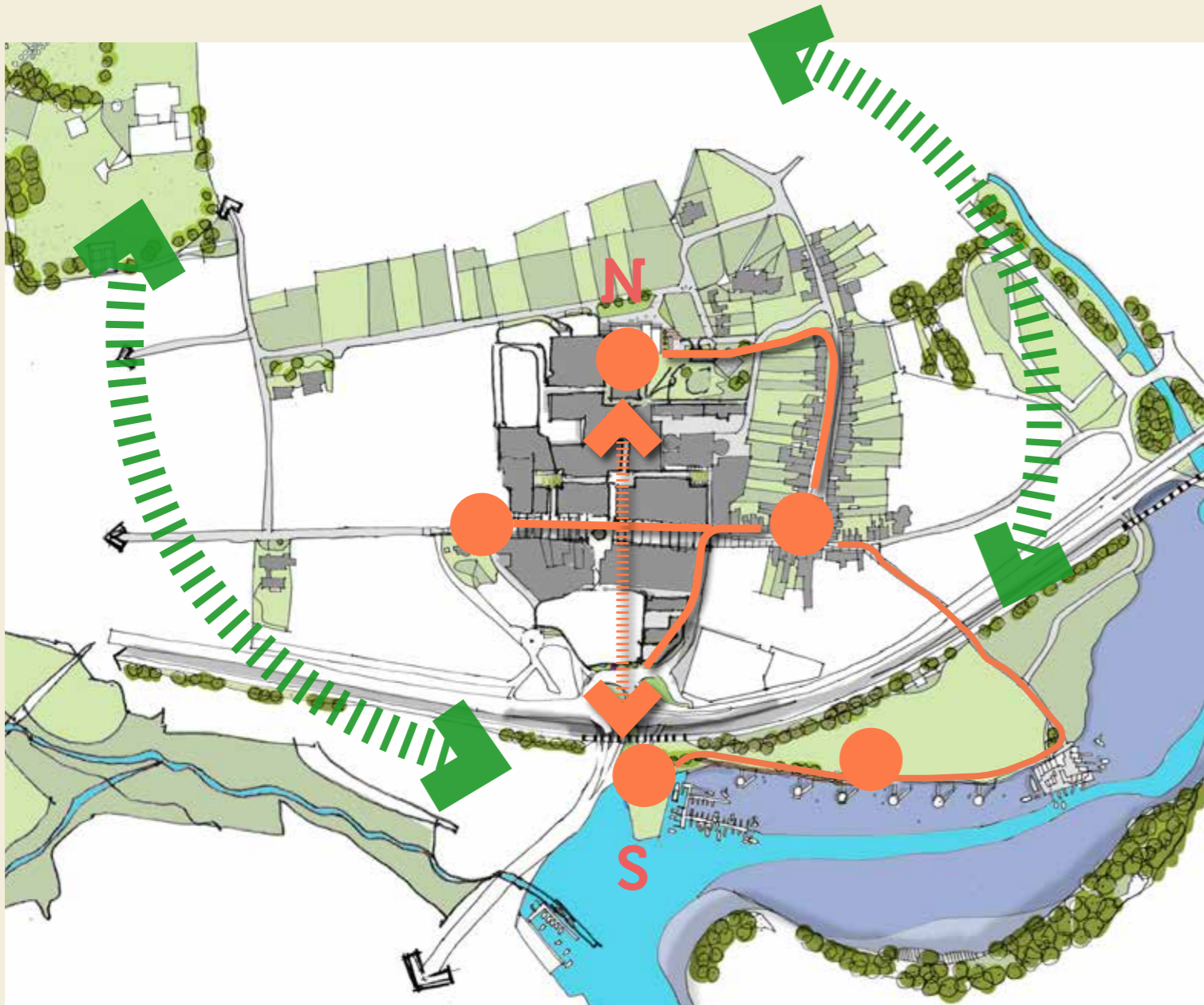
- 01** Address connectivity issues
- 02** Consolidate retail and introduce new vibrant uses
- 03** Make the most of Fareham's inherent qualities
- 04** Make the Town Centre more attractive
- 05** Create and amplify 'unique selling points'



# Strategic Objective 1

## Address Connectivity issues

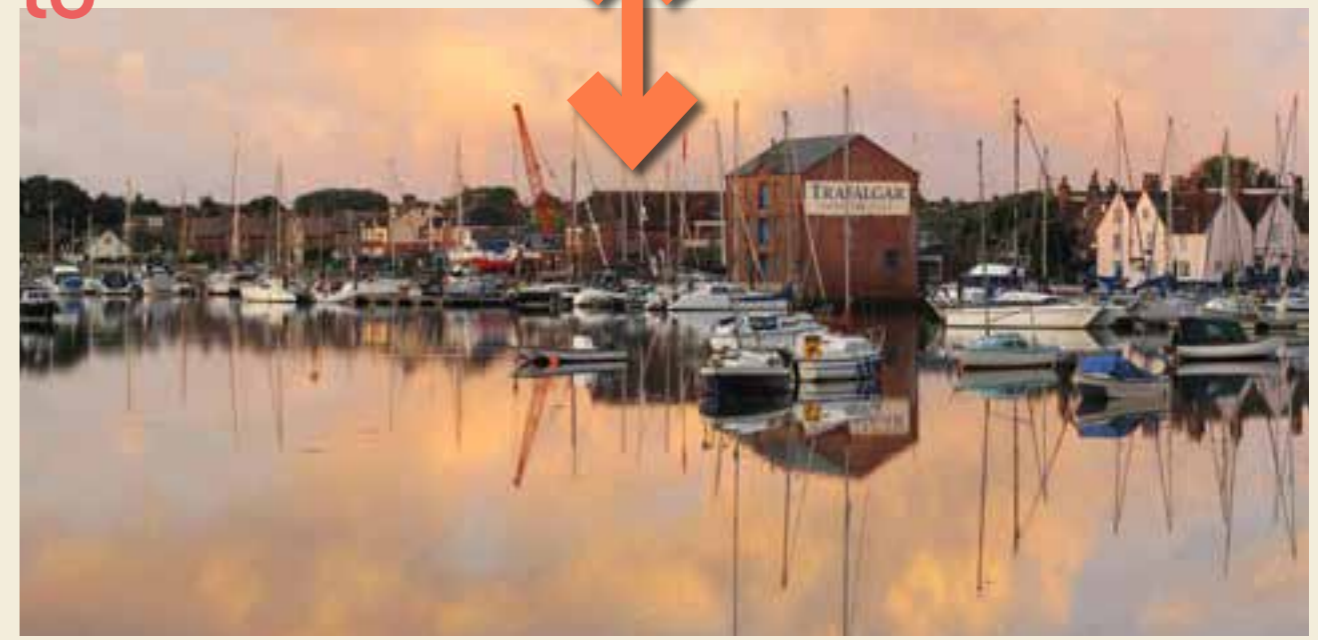
01



### Culture



to

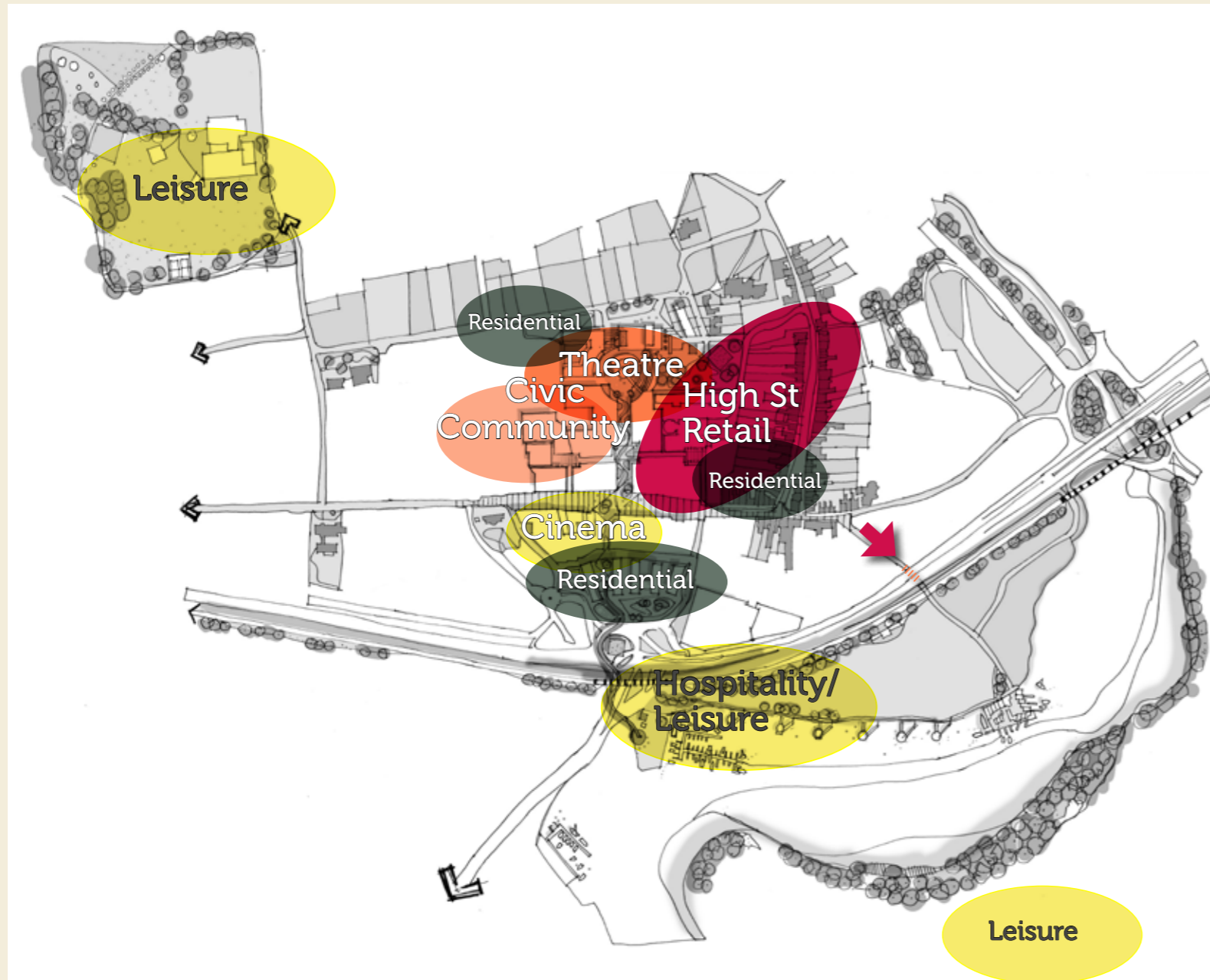


### Creek

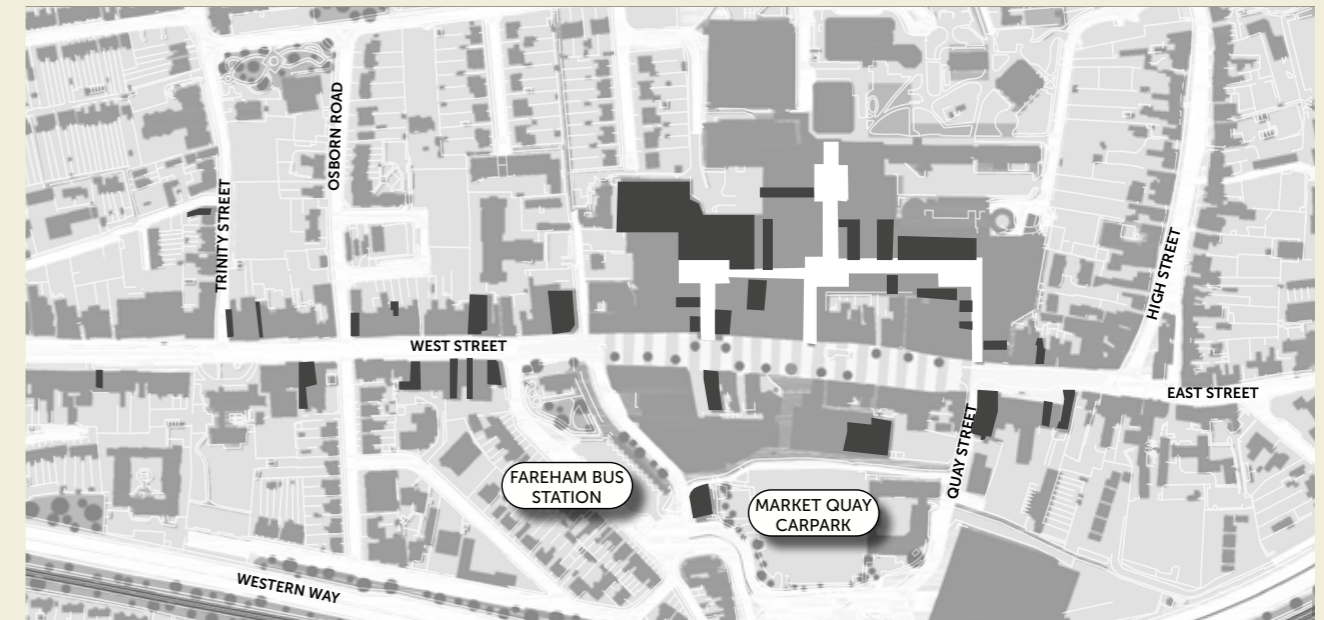


# Strategic Objective 2

## Consolidate retail and introduce new vibrant uses



### Address the town's void units



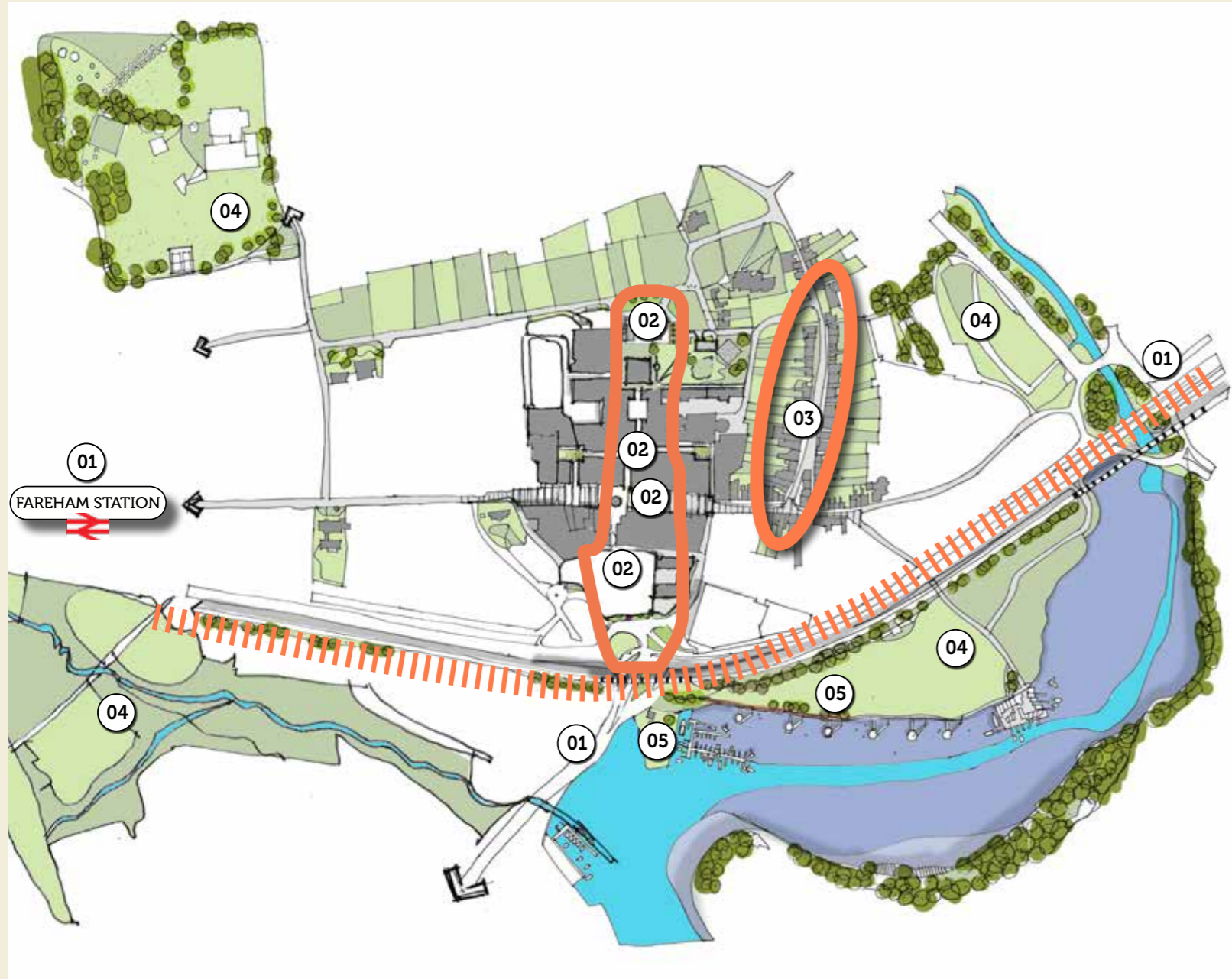
From foodhall/market to play areas to new homes



# Strategic Objective 3

## Make the most of Fareham's inherent qualities

# 03



- 01** Location and ease of access by road & public transport
- 02** Compact town centre with key use retail/cinema/theatre/leisure/library/health centre/civic uses
- 03** Excellent heritage & history
- 04** Access to green space
- 05** Access to blue space

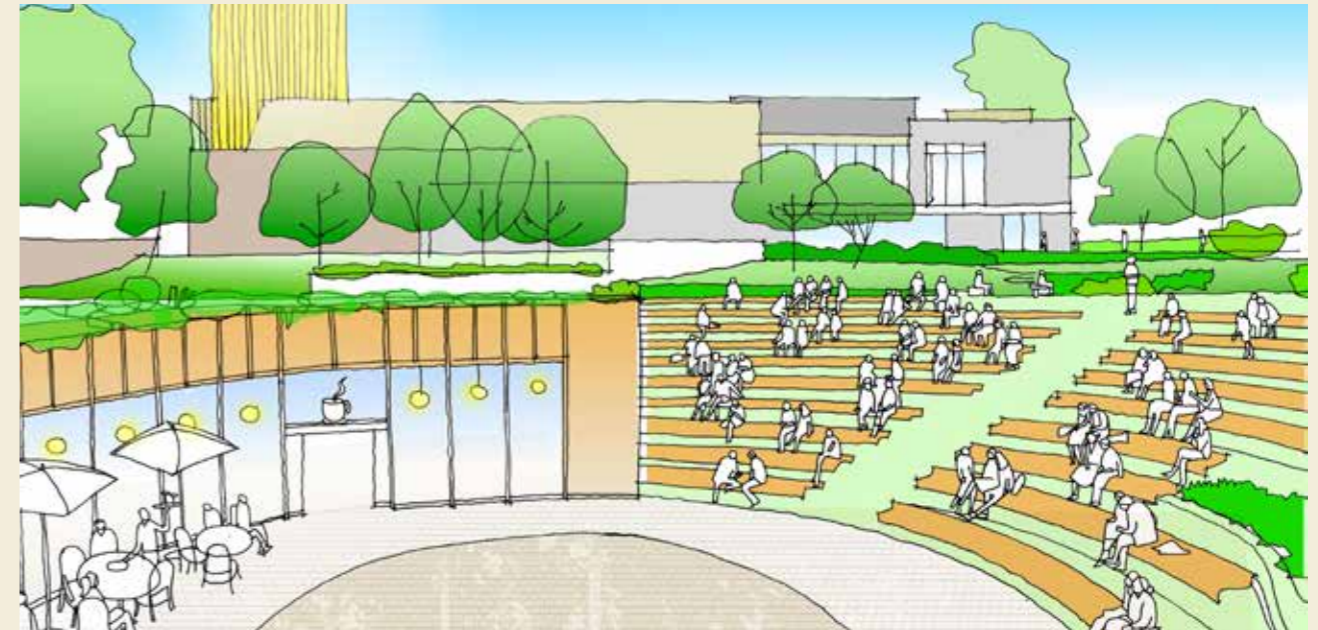


# Strategic Objective 4

## Make the Town Centre more attractive



Excellent new public realm



From exemplary culture to vibrant streets



# Strategic Objective 5

Create and amplify 'unique selling points'

05

Family Friendly



Green spaces



Historic High Street



Strong craft&makers culture



Children's play



Theatre



The Creek

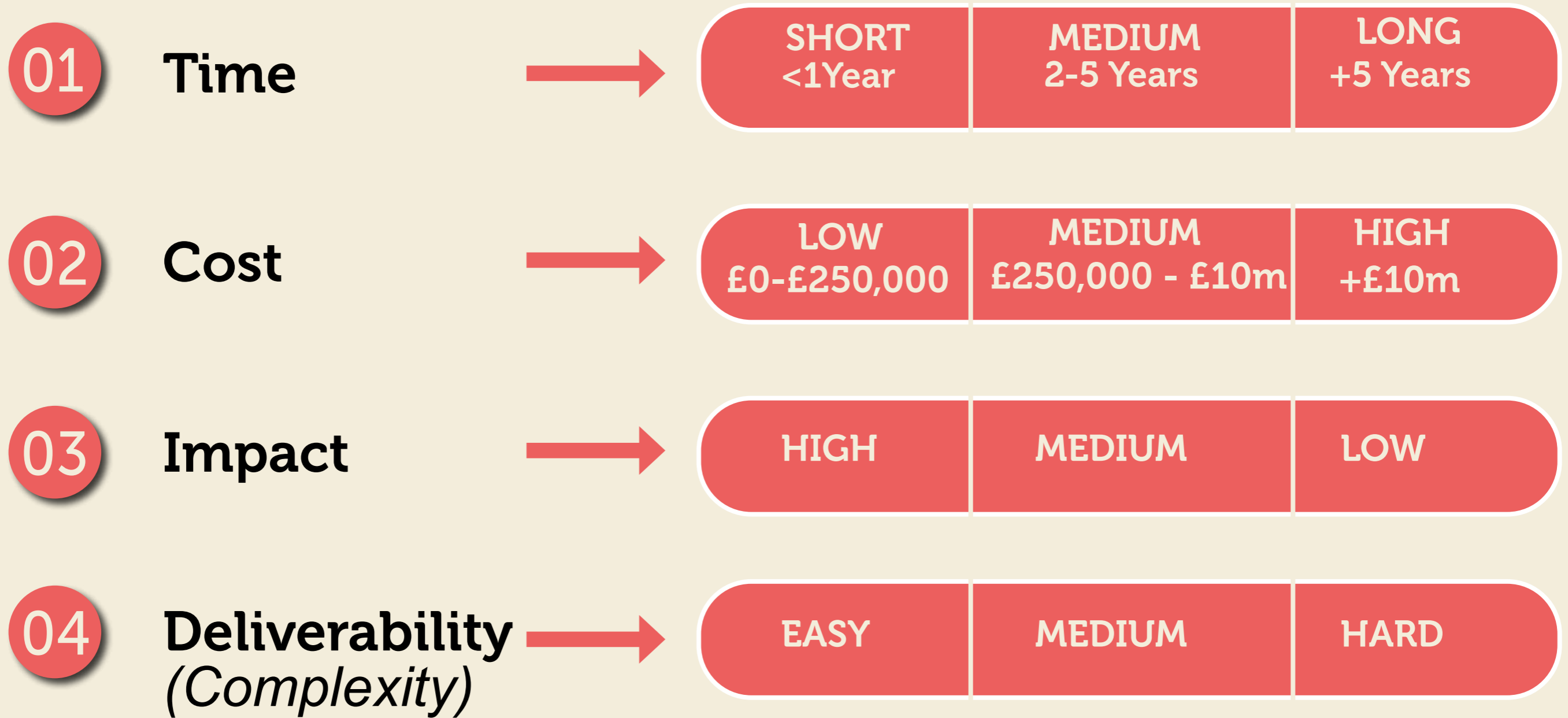


Armed Forces Connections



# Schedule of Key Metrics

1-4



# Manifesto

## 4 Pillars

It was clear from the first round of consultation and analysis that 4 themes emerged. These are largely drawn from the community's emotional responses to their town which have been used to set a manifesto for the regeneration process. Our collective work will grow pride in Fareham for the communities that live, work and visit the town. We will focus on creating a new sense of purpose for the town which in recent years has lost its way, ensuring this new purpose improves the perception of Fareham. These will build and support the restoration of the town's identity.

**Pride**

Grow Pride  
in our Town

**Purpose**

Create new  
sense of  
purpose for  
our Town

**Perception**

Improve  
perceptions  
of our Town

**Personality**

Restore our  
Town's identity

2.0

REDWOOD  
CONSULTATION  
EXECUTIVE  
SUMMARY



# Introduction and Objectives

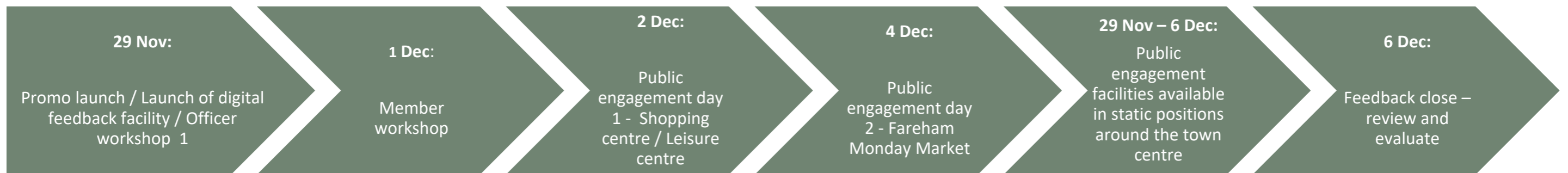
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- Over a period of four months, Redwood Consulting has delivered a public consultation and engagement approach to inform the development of a new regeneration strategy and action plan for Fareham Town Centre, on behalf of Fareham Borough Council.
- This has succeeded in gathering the ideas and views of over 1,100 people across a range of face to face and online platforms.
- Delivered via two phases of consultation, tactics ranged from workshops with officers and councillors, community pop-up events, a coordinated press and social campaign and digitally enabled-questionnaires and interactive notice board.
- Engagement was publicised via publicly-recognised council-owned channels, newsletters and the media. This included Live, Love, Local, Lets Talk Fareham and shopping centre channels.
- Recognising a potential USP to make Fareham the Hampshire destination for families following the feedback from phase 1, a thread of the phase 2 campaign focussed on harnessing the views of young people, parents and carers.
- ‘Let’s Make Fareham Fun’ ran over half term and included a colouring in competition and an engagement pop in a local ping pong parlour. An additional theme of phase 2 focussed around meanwhile and interim uses.
- This report summarises the finding of this four month long campaign.

# Engagement timeline

## STAGE 1 – 29 Nov – 6 Dec 2023

Questions focussed on strengths, weaknesses, opportunities and threats as well as discussing ideas around increasing pride and improving Fareham’s housing offer.



These findings formed the basis of the 5 strategic objectives and 4 pillars which influenced the evolving list of options for the town centre strategy.

Stage 2 sought to finesse these further as well as explore themes of family leisure.

## STAGE 2 – 31 Jan – 15 Feb 2024

Questions “drilled down” into the themes of Fareham as a family destination and identifying possible meanwhile or early intervention activity.



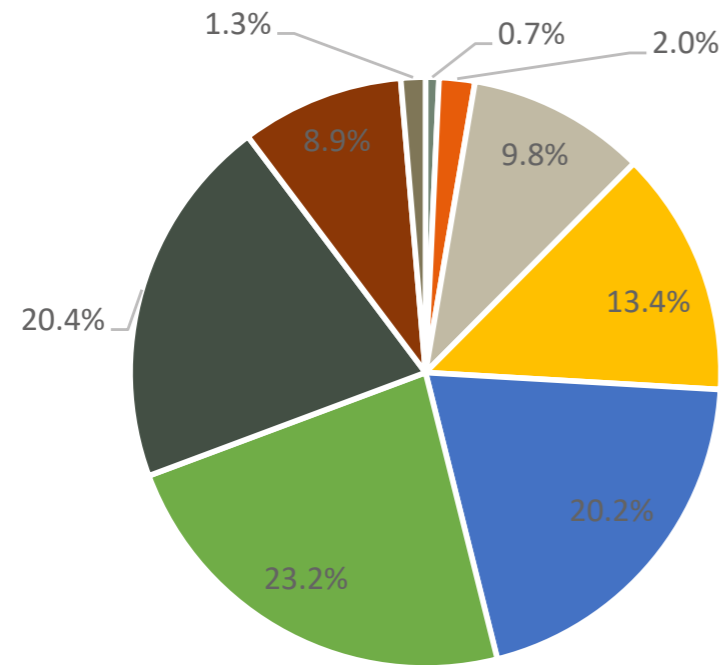
# Interaction highlights

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- The process achieved positive levels of engagement and over the course of the period with over 1,100 people interacting via the various mediums available.
- This included:
  - **139** physical feedback forms submitted across phase 1 and 2.
  - **874** digital feedback forms submitted via the online forum for phases 1 and 2.
  - **30** key officers engaged with during both phase 1 and 2.
  - **24** businesses within the shopping centre and wider town centre in phase 1.
  - **34** colouring in sheets were completed by children at the colouring in workshop in phase 2.

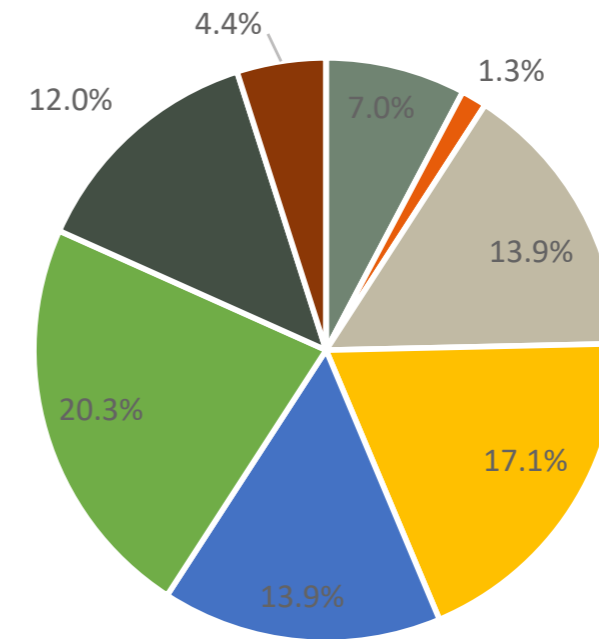
# Demographics stage 1 and stage 2

Stage 1 – age demographic



■ Under 18 ■ 18 - 24 ■ 25 - 34 ■ 35 - 44 ■ 45 - 54 ■ 55 - 64 ■ 65 - 74 ■ 75 - 84 ■ 85+

Stage 2 – age demographic



■ Under 18 ■ 18 - 24 ■ 25 - 34 ■ 35 - 44 ■ 45 - 54 ■ 55 - 64 ■ 65 - 74 ■ 75 - 84 ■ 85+

- **Stage 1 specific:** 87.5% completed the feedback as a resident, 6.3% as a business and 6.3% as a visitor.
- **Stage 2 specific:** Most respondents identified as a wider member of the public (41.8% of respondents), closely followed by parent or carer (38.6% of respondents). 19 people (or 12% of respondents) identified as a local young person.

# Stage 1 – Executive summary

## What do you think Fareham Town Centre’s housing offer should look like?

The most frequently raised issues included:

- 1) Affordable housing for local people,
- 2) Questions around the need for housing,
- 3) The desire to repurpose space
- 4) Ensure a level of architectural integrity around what is delivered / created.

There is a need to educate and inform about the value housing can bring to enlivening the town centre and meeting housing needs, to drive interest and understanding early in the process.

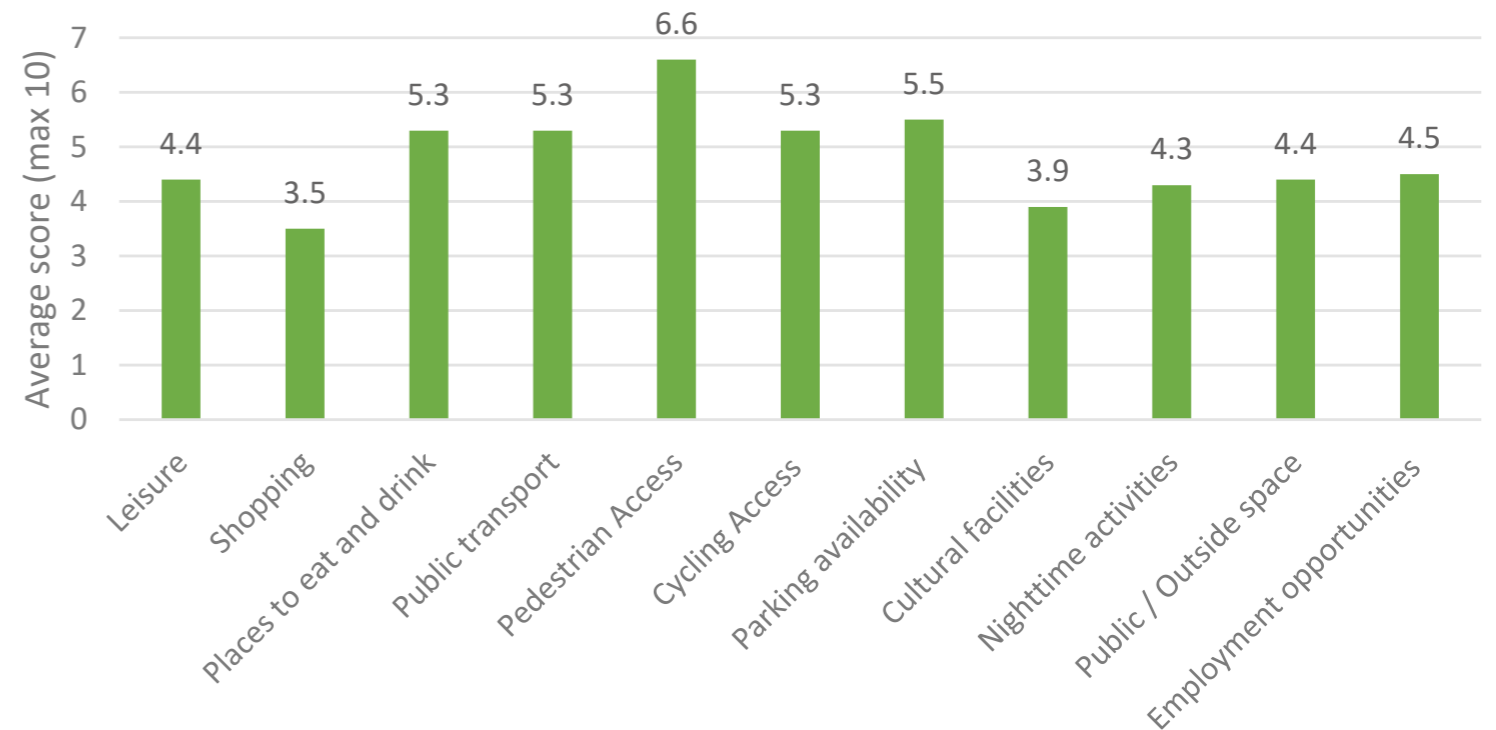
## What would make you prouder of the Town Centre?

The most frequently raised issues included:

- 1) Better retail and leisure facilities,
- 2) Regeneration to create a USP,
- 3) Clean and improved public realm,
- 4) Fostering community spirit
- 5) Creation of a better quality of built environment.

The ongoing proposals should therefore seek to create an identity and distinctive experience that aligns with and enhances the current character and reasons for patronage.

## When thinking why you visit and / or use Fareham Town Centre, how would you rate Fareham’s current offering / uses?



The average is based on a score out of 10, 1 being very poor and 10 being very good. The highest scoring option was pedestrian access with an average score of 6.6.

## Key findings

Fareham Town Centre is seen as a **convenient, functional & local Shopping Offer**

The reversal of **declining retail and leisure** in the town is important to us

Better **connections** and **improved user experience** is vital to creating **vitality** in our town centre.

Fareham has lost its way, we need to **bring back pride in our town** – events, enhance our heritage, promote the good.

We are undecided on town centre housing – but **Whiteley, Chichester and Gunwharf living looks positive.**

**A safe environment** is important to us

**Quality** is important to us – new buildings, landscape need to reflect **Fareham’s character.**

When is this going to happen – is this another false dawn – **we want certainty – trust is key to us.**

**What is a masterplan?** – have we not had one of these before.

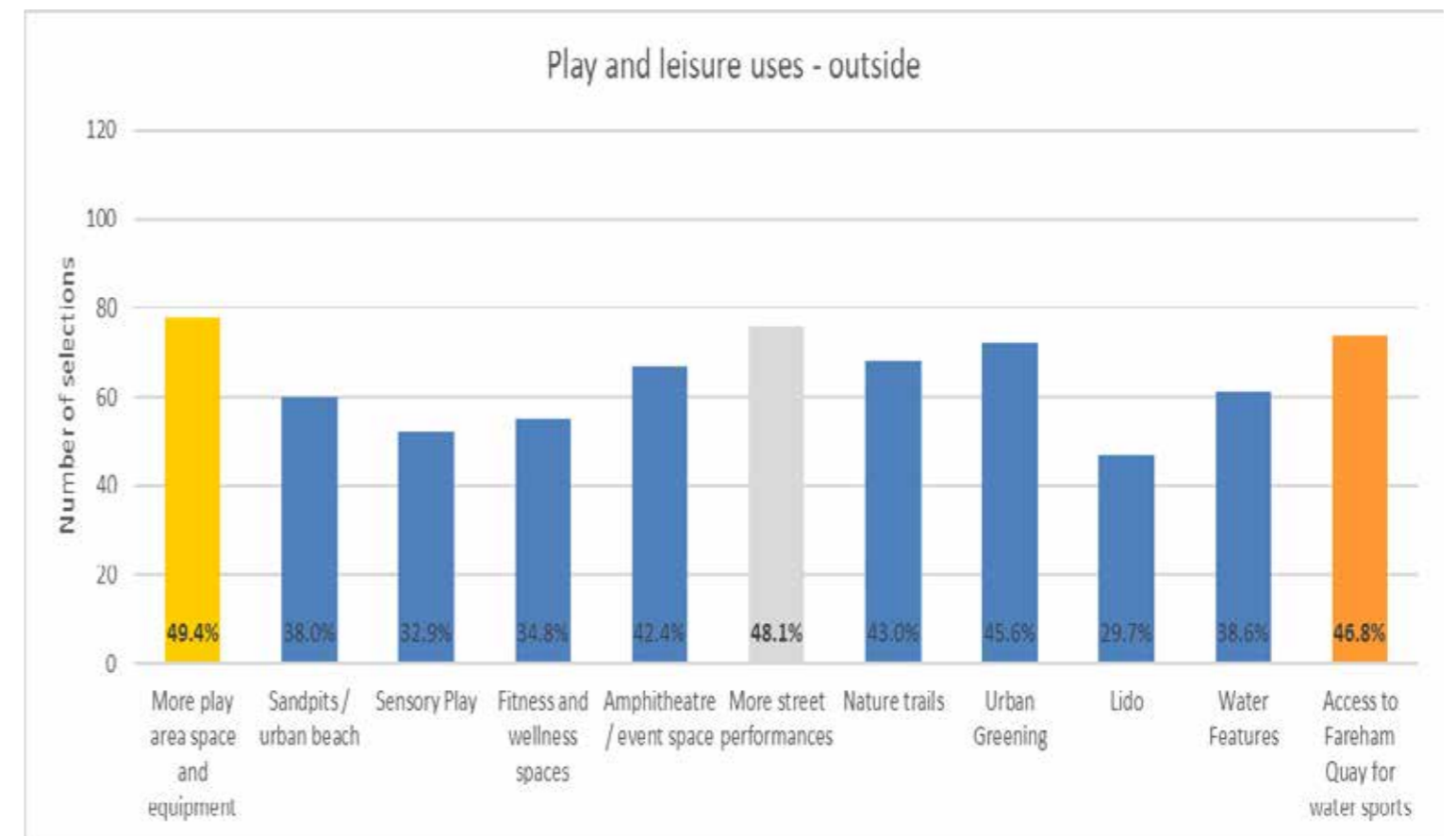
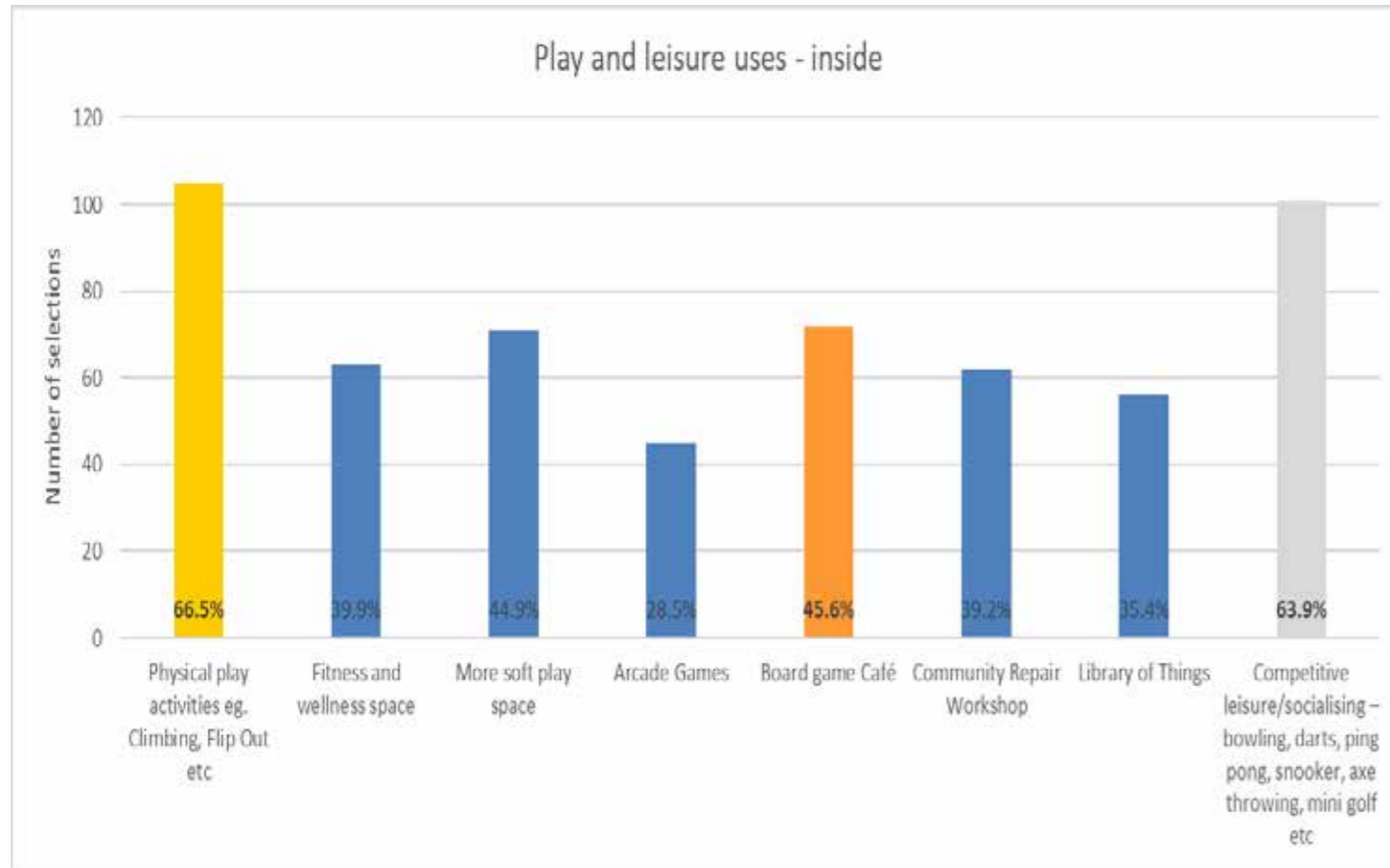
## Stage 2 – Executive summary

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- **Play space** is a key consideration as something that people would like to see change or improve in the town centre. Developing what is perceived as a positive addition to the soft play area and outdoor play area could be considered with a wider-ranging play offer for younger people that could include facilities such as a climbing walls or other play.
- **Parking** is a persistent issue that residents are keen to change, whether it is made free to better compete with Whiteley or be modulated in order to accommodate target groups like young families. A broader parking solution could be explored which addresses wider accessibility and wayfinding challenges for visitors.
- **Green space** was another common theme raised through both public and officer feedback, with a perception that some of the landscaping within Fareham Town Centre is too “hard” and could be softened via planting, parks, trees and other green spaces to create a more inviting street scene.
- **Public activities and events**, in addition to those already provided locally were raised frequently as positive change that could be introduced in Fareham Town Centre, whether this was having more events through the calendar year or amplifying activities already going on.
- Both public and officer feedback stressed a desire to see **indoor and outdoor market** activity introduced into Fareham Town Centre.
- It was agreed by most respondents that the **shopping centre in its current form was no longer meeting its full potential** as a retail space or as a functioning part of the wider town centre.
- The idea of introducing **new, exciting leisure uses around experiential play** such as mini golf, axe throwing, indoor play area, and board games cafés was popular across both officer and members of the public.



# Stage 2 – Make Fareham Fun



**What do you like currently about Fareham's play and leisure offer?** Comments from respondents suggested that Fareham Town Centre's leisure and play offer was satisfactory for young children but lacking more generally for young people. The soft play was often cited as a positive contribution to play and leisure in the town centre, as well as other establishments like Vito Lounge and Slug & Lettuce for older people, but that provision was generally limited.

**What else would improve Fareham for families and young people?** Respondents suggested that additional green space would be a positive addition for families and young people, and more programmed events and activities, either free or affordable to encourage people to make repeat visits to Fareham Town Centre. More child and family-friendly spaces were also suggested; examples of what these could be included cafes with spill-out spaces outside. It was also suggested that efforts should be made to make the town centre more accessible for families and young people, whether this was cheaper parking, or more frequent public transport services running for longer periods in the day to allow younger people to travel without relying on families to drop off and pick up.





# Phase 2



**Fareham Borough Council**  
 News | 16/02/2024 | Tuesday 10:43 AM | 47

To us here we can improve play and leisure for all ages in the town centre. We are inviting ideas from everyone and are particularly keen to hear from young people, parents or carers of young children to help make Fareham more family friendly. The Let's Talk events programme will run on the following dates:

- **Design your dream play space** - join us for a colouring workshop to design your dream play space, 10am-1pm on Saturday 10 February in Osborn Square (by the 50play).
- **Make Fareham Fun consultation** - Take a look at some of the themes and ideas around what let's talk could be improved or added to the town centre on Tuesday 13 - Wednesday 14 February in the Ping Pong Parlour, Fareham Shopping Centre.

You can also take part in a survey (link in the comments below) 🙌

**Let's Talk**  
Fareham Town Centre

**Fareham Town Centre**  
 Let's make Fareham Fun

**Let's Talk**  
Fareham Town Centre

**Why change Fareham Town Centre?**  
 Now that the Council has bought Fareham Shopping Centre, there is a real and exciting opportunity for change.

We had a fantastic response to our first round of public consultation last year and have used your feedback to develop "4 Pillars" or themes and 5 Key Strategic Objectives that any regeneration of Fareham Town Centre must seek to address.

**Our 4 Pillars**

- **Pride:** Grow Pride in our Town
- **Purpose:** Create a new sense of purpose for our Town
- **Perception:** Improve perceptions of our Town
- **Personality:** Restore our Town's identity

**Our 5 Key Strategic Objectives**

1. Address connectivity issues
2. Revitalize retail and introduce new vibrancy
3. Make the most of Fareham's inherent qualities
4. Make the Town Centre more attractive
5. Create a unique selling point(s)

We now want to work up a list of ideas and interventions which could help change our town centre for the better. We'll use these ideas to inform the development of a regeneration and Strategic Action Plan and turn some of these ideas into reality.

For more information about the future regeneration of Fareham Town Centre, please contact [consultations@fareham.gov.uk](mailto:consultations@fareham.gov.uk)

**FAREHAM**  
BOROUGH COUNCIL



Give us your ideas on what you would like to see in Fareham Town Centre, as we recognise that the town centre needs more activities and things to draw people in, spend more time here and be welcoming for families.

We would also like you to tell us your best ideas about play space and leisure activities that you think could change the town centre for the better.

Share your views and help us shape the future of Fareham Town Centre - we are open to hearing all imaginative (and fun!) ideas.

[Share your views](#)

Share this with your family & friends

## Fareham Town Centre Regeneration

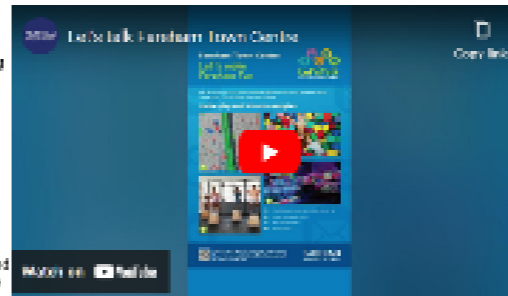
February 2024 - Let's make Fareham Fun

We are asking for ideas that could be explored to improve the town centre, building on the feedback received from over 1,000 people last year. We are also interested in exploring how the town centre can provide more, and improved, multi-generational play and leisure facilities.

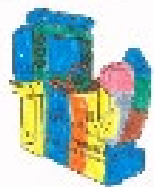
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If you can't attend one of the above events, you can still have your say by completing this [quick survey](#) or by emailing any ideas to [consultations@fareham.gov.uk](mailto:consultations@fareham.gov.uk). These are requested by Wednesday 14 February however we will continue to review any feedback received after this period.



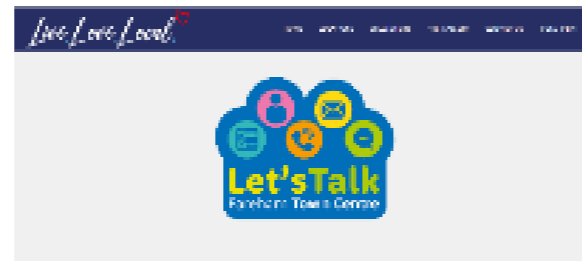
Design your dream play space - colouring competition  
 Name: **Miles** Age: **5**



Design your dream play space - colouring competition  
 Name: **Miles** Age: **5**



Design your dream play space - colouring competition  
 Name: **Miles** Age: **5**



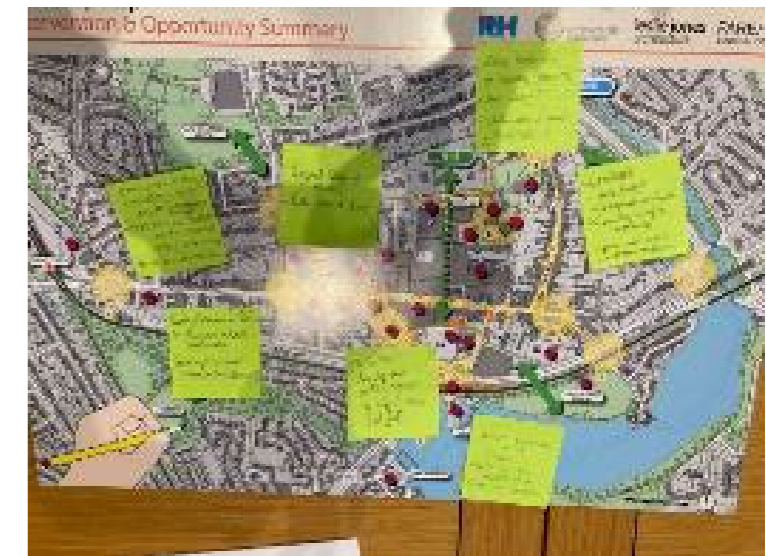
Design your dream play space - colouring competition  
 Name: **Isabella** Age: **2**



Design your dream play space - colouring competition  
 Name: **Rayleigh** Age: **7**



Design your dream play space - colouring competition  
 Name: **Lucy** Age: **7**



3.0

KEY THEMES

# 5 Key Themes

## 1-5

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- 01 Quick wins & Early Interventions**  
*- 'softer' activity, both physical changes & marketing/brand activity*
- 02 Town Centre Parking**  
*- consolidation, configurations & quality*
- 03 Public Realm & Placemaking**  
*- how it is used, how it interacts with the built environment & could it be improved?*
- 04 Underused or Underutilised Buildings**  
*- bringing them back to life*
- 05 Bricks & Mortar**  
*- strategic sites in the town centre*

3.01

QUICK  
WINS & EARLY  
INTERVENTIONS



# Quick Wins & Early Interventions

## Existing North/South Connection

# 3.01



Restricted Walkway



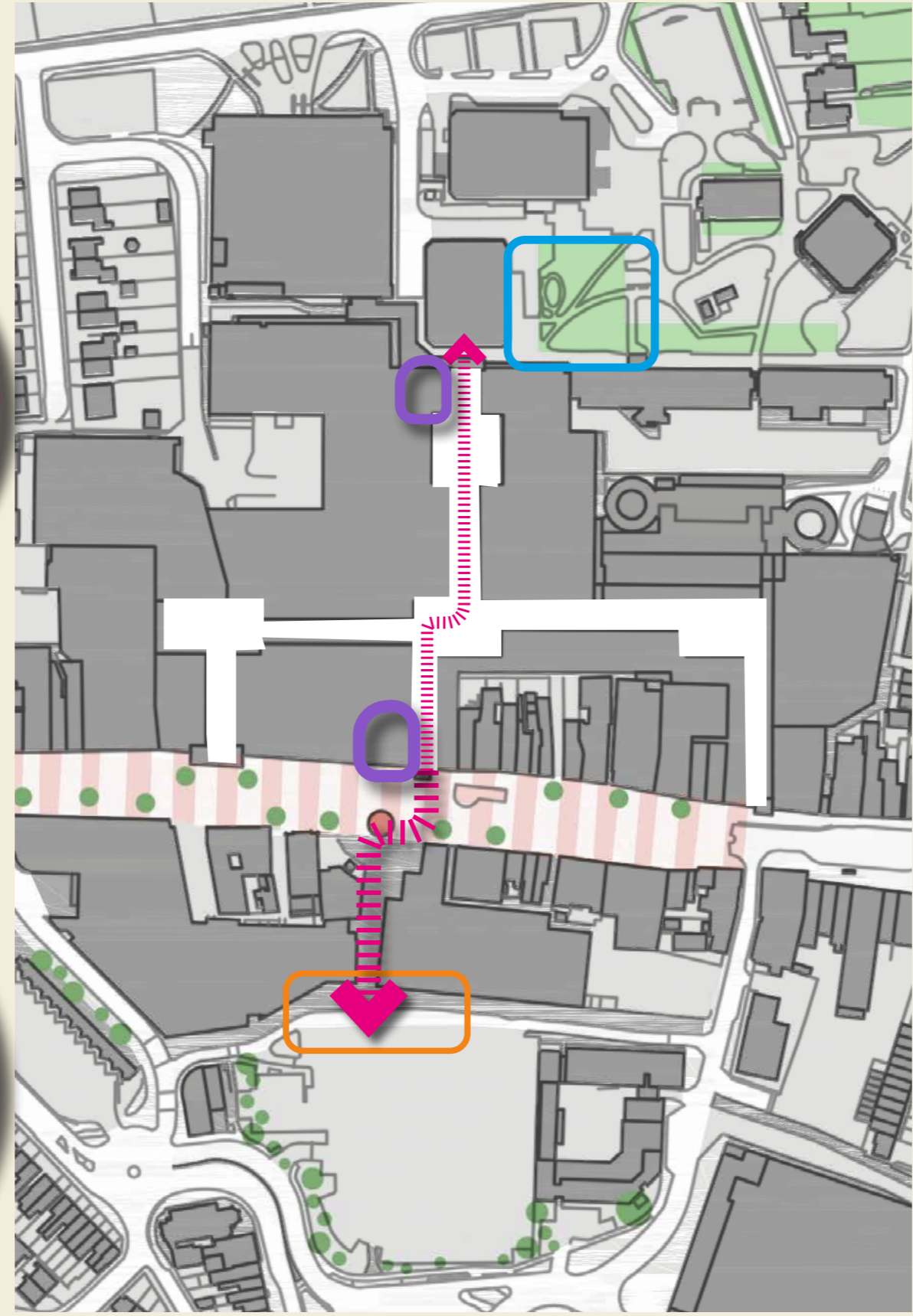
Plain Interior Design



Blank Facades



Wasted Potential



Blank Facades



Underused Space= lack of 'eyes on the street'



Underused Space



Poor Public Realm

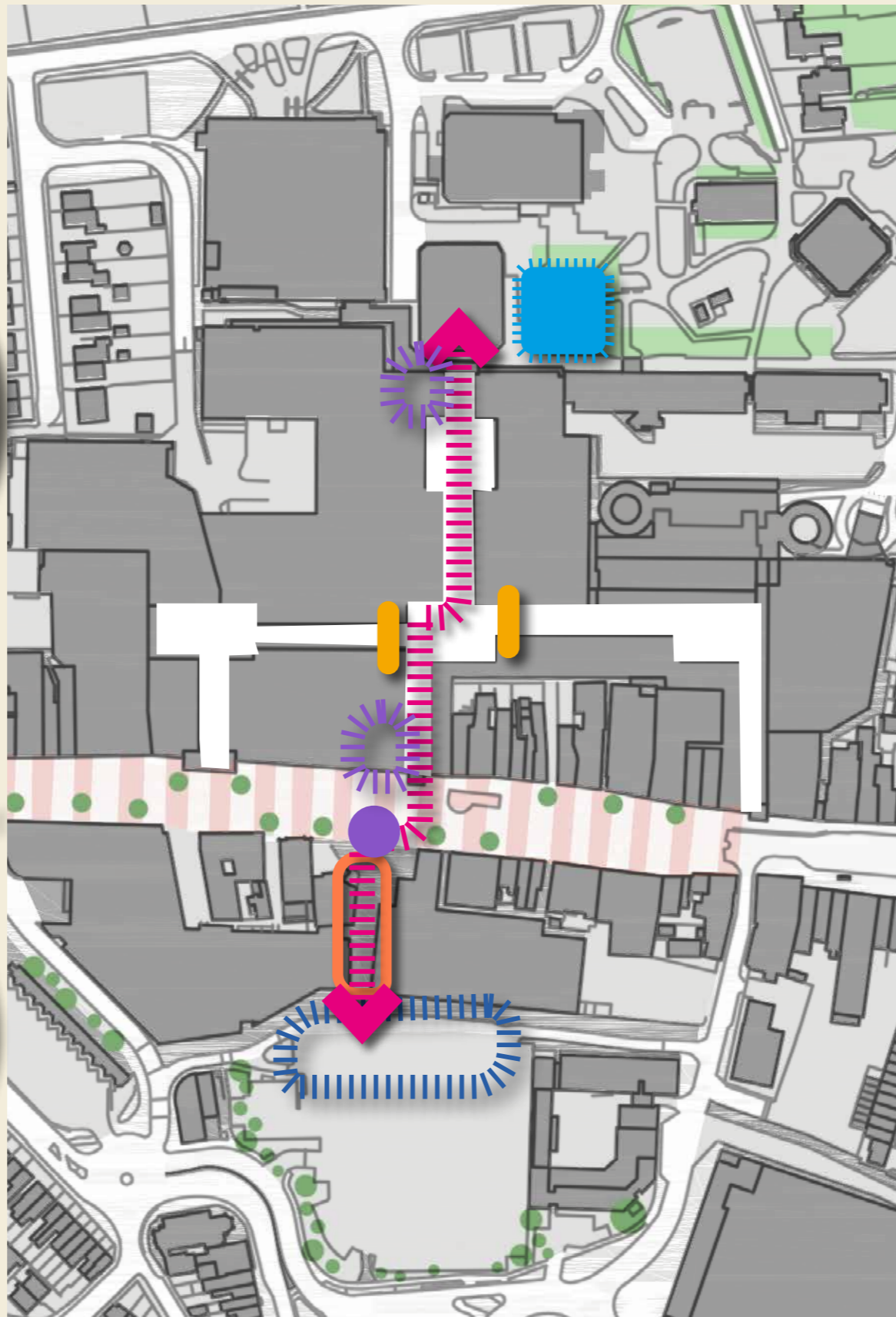




# Quick Wins & Early Interventions

## 1- North/South Link Activation, Temporary Interventions

# 3.01





# Quick Wins & Early Interventions

## 1- North/South Link Activation, Temporary Interventions

# 3.01

Reconfigure the existing public realm and create a temporary park in the space outside Fareham Library. This will improve visual connectivity and support the initial North South Route while longer term interventions are planned.





## 02 - Place - Light the Viaduct



Early development of brand Fareham creating a point of difference and wonder in the town centre. Obtain consent and install architectural feature lighting to the viaducts. Fully addressable colour changing lighting with projection capability. Create themed shows to tie in with local events and seasonal activities.

## 03 - Build Fareham Place Brand



Establish a long-term place positioning for Fareham. Use this positioning to create a compelling narrative and character that will (in the longer term) build a differentiated and authentic Fareham identity and create (in the short term) consistent core messaging for communication and promotion.

Engage local businesses and organisations to use the Fareham narrative in their marketing and communication to maximise its reach and effectiveness.

## 04 - Town Centre Promotions & Events Task Force



Identify and deploy a specialist team to undertake and coordinate promotional activities across the town for an initial period of 12 months. The focus would be on the launch of Fareham Live and the existing event program with new events developed to support and enhance the program. This could develop into the formal coordination of wider business activities and services across the town centre, with a team consisting of representatives from the Council, Fareham Live, Shopping Centre, retailers and other business located in the town centre.



## 05 - Event - Amplify Existing Events



Consultation identified significant support for existing events, in particular the Christmas lights switch on. Carry out an analysis of the most popular events and invest in ways to “super charge” them – to make them even better and more popular. This builds on the Town Centre Task Force work, previously identified.

## 06 - Event- Create new Community Events, Fareham Festival



Create a range of annual community focused events designed to bring the various groups and interests in the town together. This could be ‘wacky races’ style events racing in homemade prams between eateries and pubs, ‘yarn bombing’ competition or a dedicated annual craft fair to support the makers and crafters of Fareham. Bring all the attributes of Fareham together in one event a something for all series of attractions to firmly establish Fareham in the regions calendar of events.

## 07 - Event - Monthly Forces Day



To celebrate the towns deep affiliation with the armed forces and using the specialist team described above create a programme that celebrates this relationship. For example, an armed forces event on a monthly basis, including a vouchers and discounts scheme at local shops, restaurants and bars. Meet the veteran’s day. Charitable events and fund raising.



## 08 - Place - Kids/Youth Activity Areas



Fareham as a place for families and children was a strong theme in the responses to the engagement activities. Identify opportunity for children's play areas in the public realm and within underutilised units such as Debenhams and others in the shopping centre. Aim to cater for a broad age range. Link with catering uses to encourage participation. Seek operators and partners to supply innovative activities to ensure families are well catered for in the town centre.

## 09 - Place - Market Quay Intervention



Create a temporary destination to provide a more attractive place to dwell. Provide additional pop-up food options and such as coffee and street food. Use temporary dressing techniques to provide wind barrier and definition as well as aligning the space with the activation within the shopping centre and helping to unify the north south route. Link to viaduct lighting initiative to further promote the southerly aspect.



## 10 - Place - High Street Farmers Market



Repurpose a handful of street parking spaces at the bottom of High Street on Saturdays to facilitate weekly farmers and creators markets and generally promotes dwell time and vibrancy of High Street. Include a temporary road closure of Union Street. Bring pop-up catering and coffee to drive foot fall.





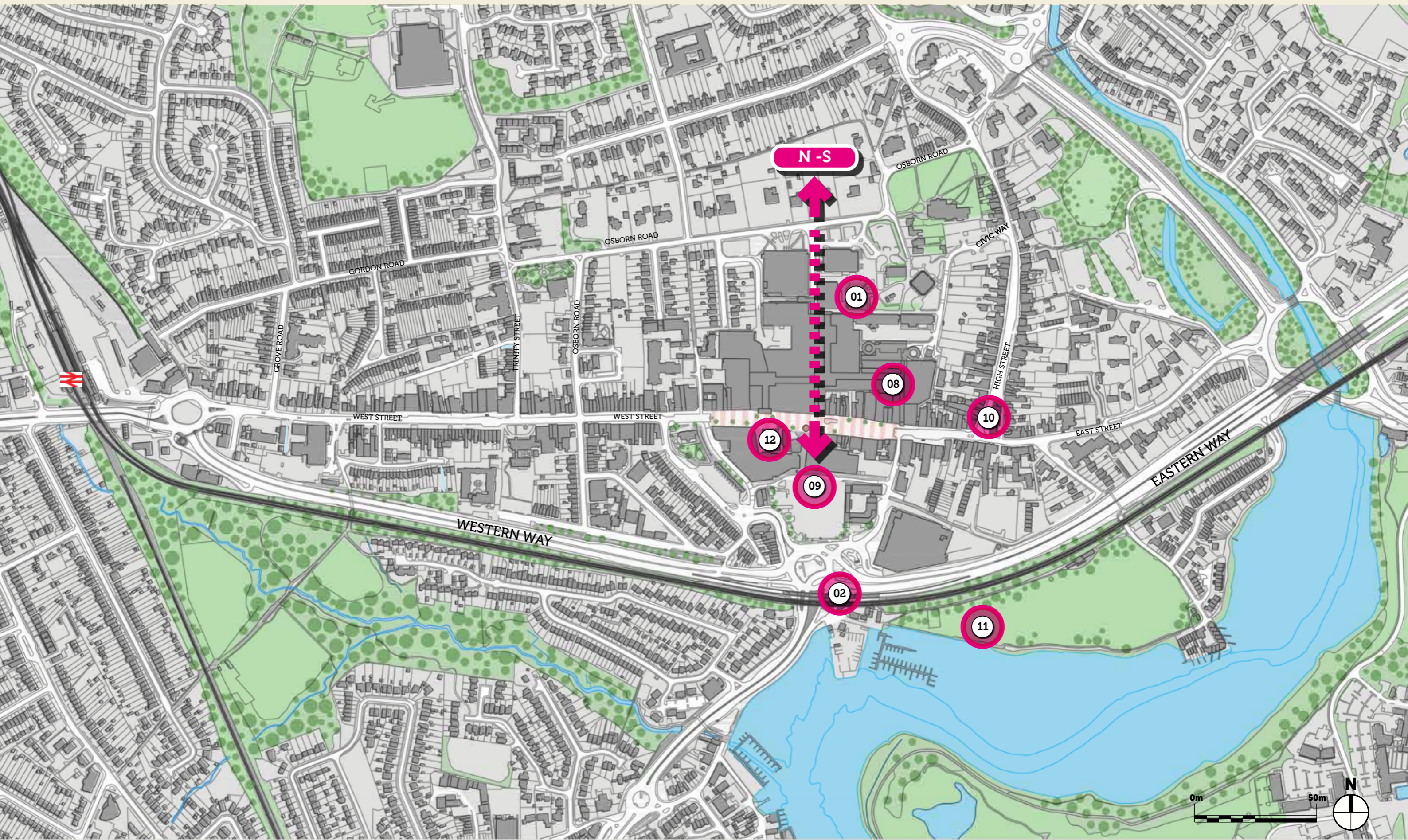
## 11 - Place - The Recreation Ground - BBQ/ Boardwalk



Ahead of more permanent public realm improvements trial some additional seating, temporary BBQ facilities and pop up catering facilities to promote dwell time particularly through the summer months









3.02

TOWN CENTRE  
PARKING



# Improving Car Parking and Way Finding

## Optimum quantity, location and price

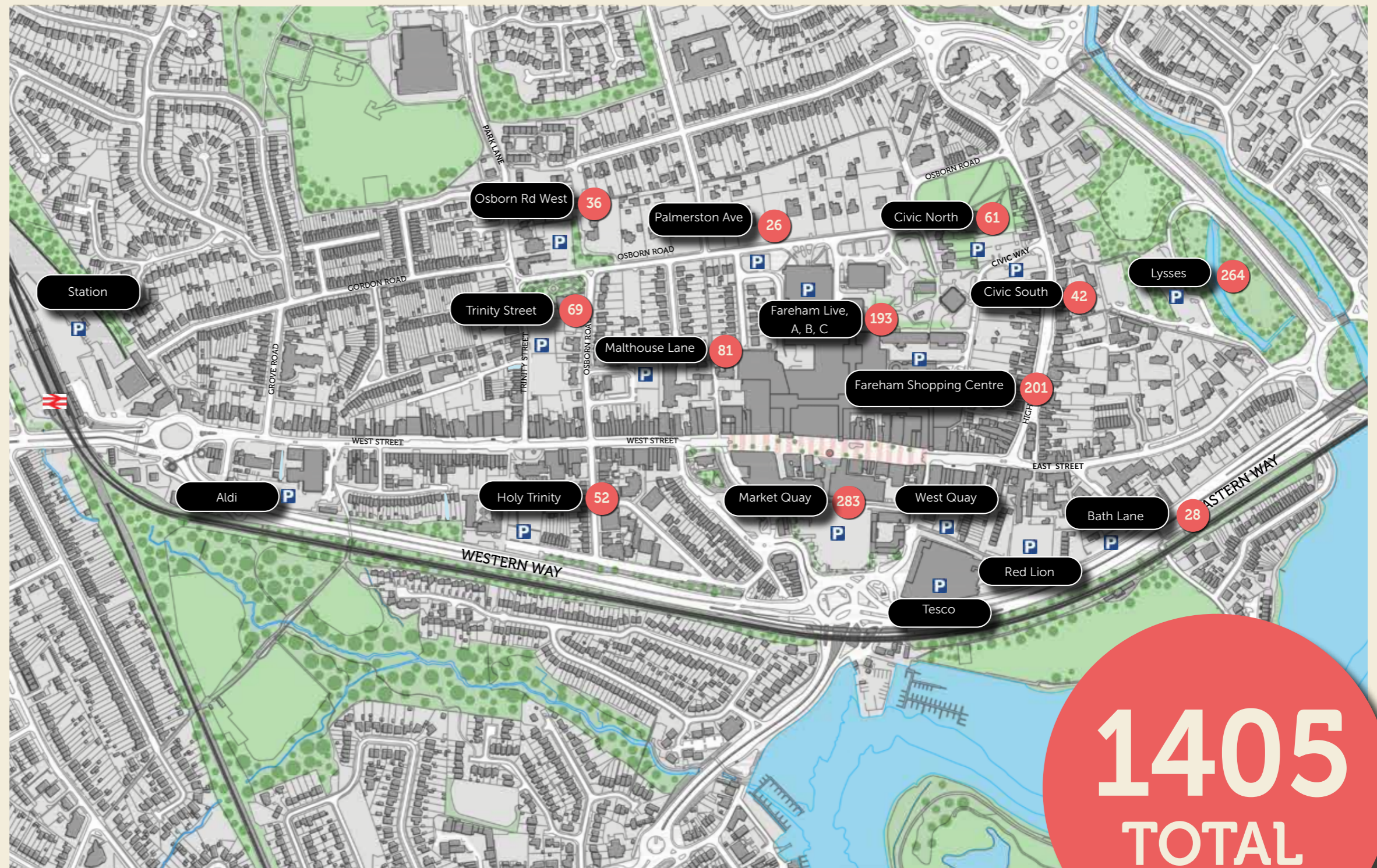
# 3.02



Undertake a strategic review of both the publicly and privately operated town wide parking provision. This would consider:

- location, accessibility and usage of the car parks;
- the effectiveness of the current traffic movement around the town centre and possible improvements, including considering the one-way element on Trinity Road and Osborn Road;
- town centre wide wayfinding and real time information to facilitate the best parking experience possible;
- the key gateway arrival points into the centre and how these could be enhanced to deliver a sense of destination, including signage, branding and art;

The outcome would be a strategic plan for the optimum location and quantum of parking to best support the town centre going forward. The plan would also provide wayfinding, signage and movement strategies to support the car parking provision and ensure the town is easy to access, legible and attractive for the visitor.





3.03

PUBLIC REALM &  
PLACEMAKING

## 01 - Cremer Mall/Market Quay Car Park



Explore the reconfiguration of the public realm to the front of the leisure uses fronting the Market Quay car park and Cremer Mall. Create a sense of place and destination to support existing uses and encourage new uses into vacant buildings. Reconsider the car parking layout to improve legibility and better direct pedestrians.

## 02 - Civic Gardens



Reconsider and redesign the public realm of the Civic Gardens. This will provide high quality setting for Fareham Live, form part of the north-south link to West Street and provide a new and legible civic space. This space should include seating and play areas as well as the potential for external performance space alongside food and beverage provision.

## 03 - High Street



Seek to improve the quality of the public realm to reflect the heritage of the area. This should include hard landscaping, soft planting, parking arrangements, improved seating, street furniture, signage and lighting. Build on the Farmers Market initiative to create a defined place or pocket park area at the junction with Union Street. Investigate availability of Heritage Lottery Grants.



## 04 - West Street - Pedestrianised



Explore ways to improve the quality of the pedestrianised area of West Street. Bring in soft planting alongside improved seating, play areas, street furniture, signage and lighting to create "Pockets of Joy". Consider this section of West Street as a destination and not a through route.

## 05 - Quay Street



Improve the quality of the public realm of Quay Street to promote access to the recreation ground from the town centre. Including lighting and signage. In the long term this would align with the potential redevelopment of the eastern element of the shopping centre and the possible continuation of Quay Street towards the civic centre buildings.

## 06 - The Recreation Ground Water's Edge



Look to better utilise the recreation ground public footpath along the waters edge for town centre visitors. This could include a new board walk overlooking the creek, community barbeque provisions, quality play areas with playable space as well as dedicated play equipment. Make the area a focus for community events which require a larger area than the town centre can provide.



## 07 - Market Quay Roundabout



Explore with highways the possibility of re-sequencing the traffic lights to simplify the pedestrian crossing and wayfinding from the town centre to the recreation ground. This includes reviewing the pedestrian movements across the Market Quay Roundabout to potentially simplify and streamline the crossing.

## 08 - Bath Lane & Underpass



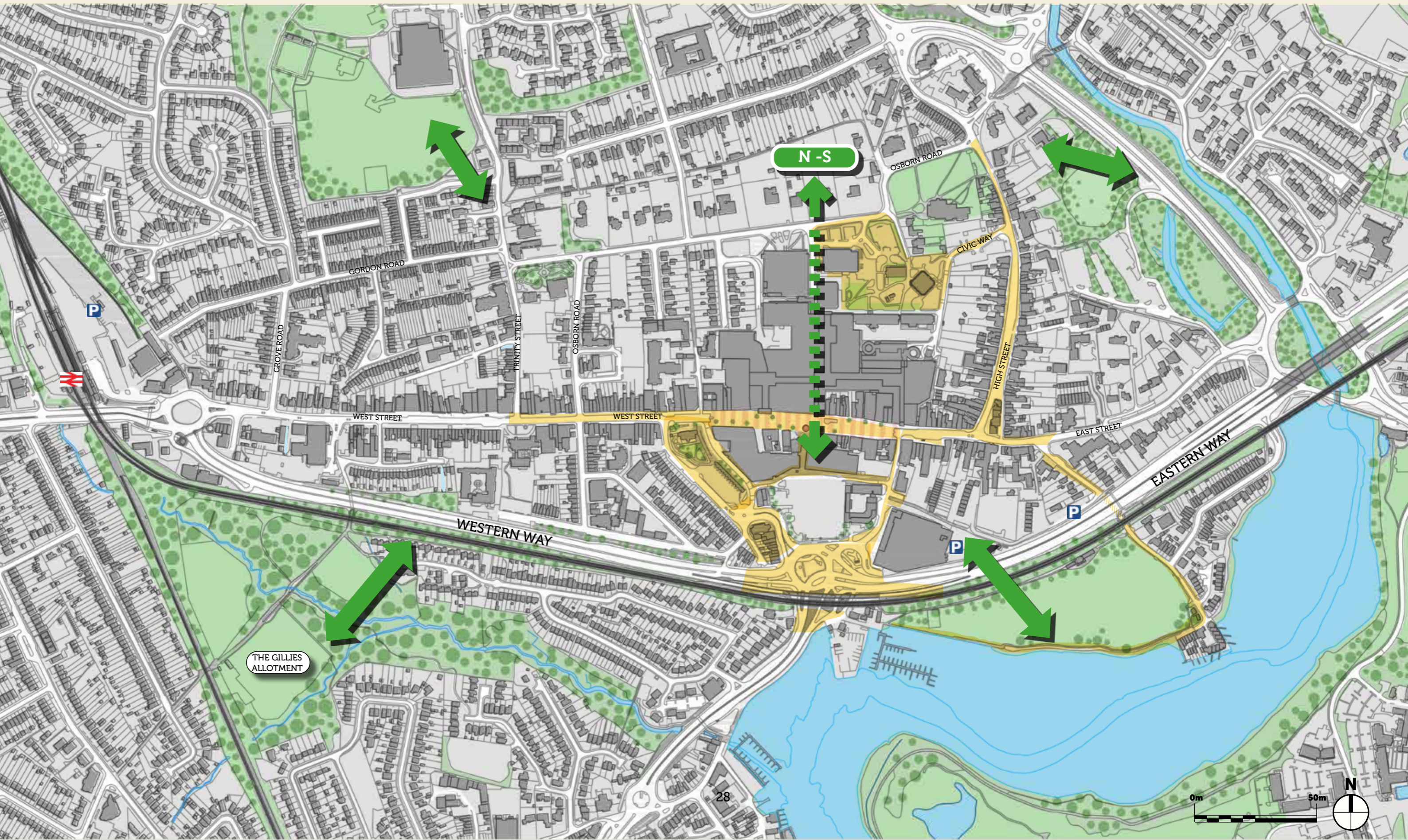
Improve the quality of the public realm of Bath Lane and the underpass to promote access to the Recreation Ground from the town centre. Including hard landscape, lighting and signage.

## 09 - Wallington Water Meadow



Create a legible link from High Street to the water meadow to bring this green asset within the curtilage of the town centre. Create a nature trail or similar to link south toward the creek and the Recreation Ground promoting a green circle around the town centre. Include raised boardwalk and bird hides for example.







3.04

UNDERUSED  
BUILDINGS



## 01 - High Street



Introduce a match funded grant to bring vacant and underutilised buildings on High Street and West Street back into use. Ground floor uses must be commercial to help attract more people and contribute to vibrancy. Grant assistance may be supplemented with additional technical advice and support.

## 02 - West Street/Post Office



Consider redevelopment and/or refurbishment opportunities for this building on West Street including residential and commercial uses along with new vibrant ground floor uses to compliment this area of the town centre. Whilst the building currently does not contribute positively to the streetscape, sensitive redevelopment with appropriate town centre uses will bring this building back to life.

## 03 - West Street/Westbury Manor



Create a marketing prospectus to illustrate how the building and adjoining grounds could be repurposed to create a unique multi functional all day restaurant, function and meeting room space. Soft market test the opportunity to all hospitality entrepreneurs in Hampshire and Sussex (and beyond) to explore and unlock a deliverable business plan and operational structure.



## 04 - West Street/Foresters Hall



Consider redevelopment and/or refurbishment opportunities for this building on West Street including residential and commercial uses along with new vibrant ground floor uses to complement this area of the town centre. The Foresters Hall was a building with architectural merit, although now in a poor state of repair. Redevelopment should seek to reflect elements of the original building in any proposals coming forward..

## 05 - Shopping Centre



Shopping centre asset management initiatives to bring forward strong occupational strategy for existing units such as M&S, Job Centre amongst others. Aligned with the activation strategy for the malls this piece of work should deliver a new and vibrant future for the centre as part of the wider regeneration of the town.

## 06 - 66 West Street



Consider refurbishment opportunities for this building to deliver new uses within the town centre, such as a food hall type of operation, which are ideally located in an historic building or similar interesting structure centrally located in the town centre. This type of use would include events such as open mic nights, local band nights, book readings, small cultural events.



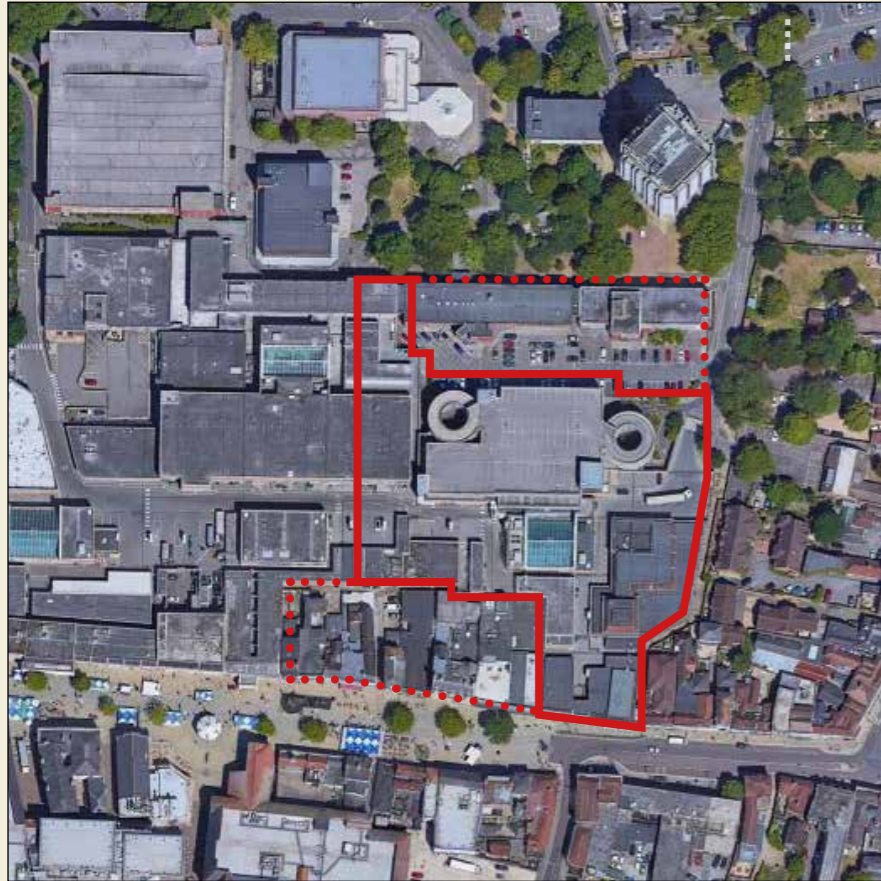


3.05

# BRICKS & MORTAR

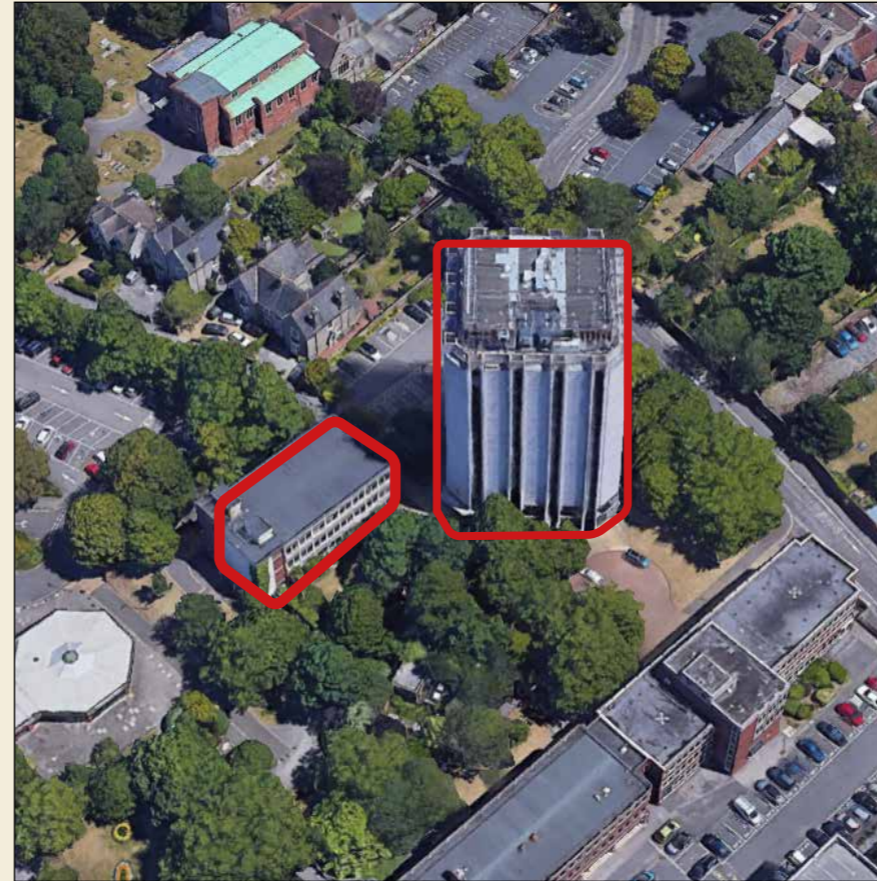


## 01 - Fareham Shopping Centre, Health Centre, Job Centre & West Street Properties



Explore redevelopment and/or repurposing of eastern element of the covered shopping centre. Opening up important north - south connections, helping to reduce retail vacancy by reducing the oversupply. Facilitating the placemaking around Fareham Live, introduction of complementary F&B and other leisure uses in a high quality new public realm setting. Unlocking value of upper parts and peripheral areas by introducing new residential.

## 02 - Civic Centre Buildings



Investigate the rationalisation and relocation of the civic uses into redundant parts of the shopping centre enhancing vibrancy and value of the centre. Enhance and repurpose the existing structure for unique residential accommodation making most use of the incredible 360 degree views.

## 03 - Library



Consider the relocation of the library into vacant parts of the shopping centre enhancing vibrancy and value of the centre. Releasing important land to facilitate quality place making, the introduction of destinational public realm around Fareham Live and the maximisation of a north - south route.



## 04 - Police Station



Consider the relocation and demolition of the existing police station. Releasing highly prominent and strategically located site for mixed use, including new residential, development. Done well will improve the sense of arrival to the town centre and improve the north - south journey. Relocate and demolish existing police station. Releasing highly prominent and strategically located site for mixed use, including new residential, development. Done well will improve the sense of arrival to the town centre and improve the north - south journey.

## 05 - Bus Station



Explore the optimisation and enhancement of the bus station environment to provide a much-enhanced point of arrival. Introduce active travel hub and information centre. Improve the surrounding public realm leading to West Street and Market Quay to further enhance the arrival experience.

## 06 - Aggregate Wharf



Investigate the potential to unlock a strategic site to help unlock the potential of the waterfront. Explore destinational uses that attract people to the town and encourage dwell time. Appropriate uses would include, cafes, restaurants, public space, kids play, water sport centres, mini ferry jetty, lido pool and hotel.

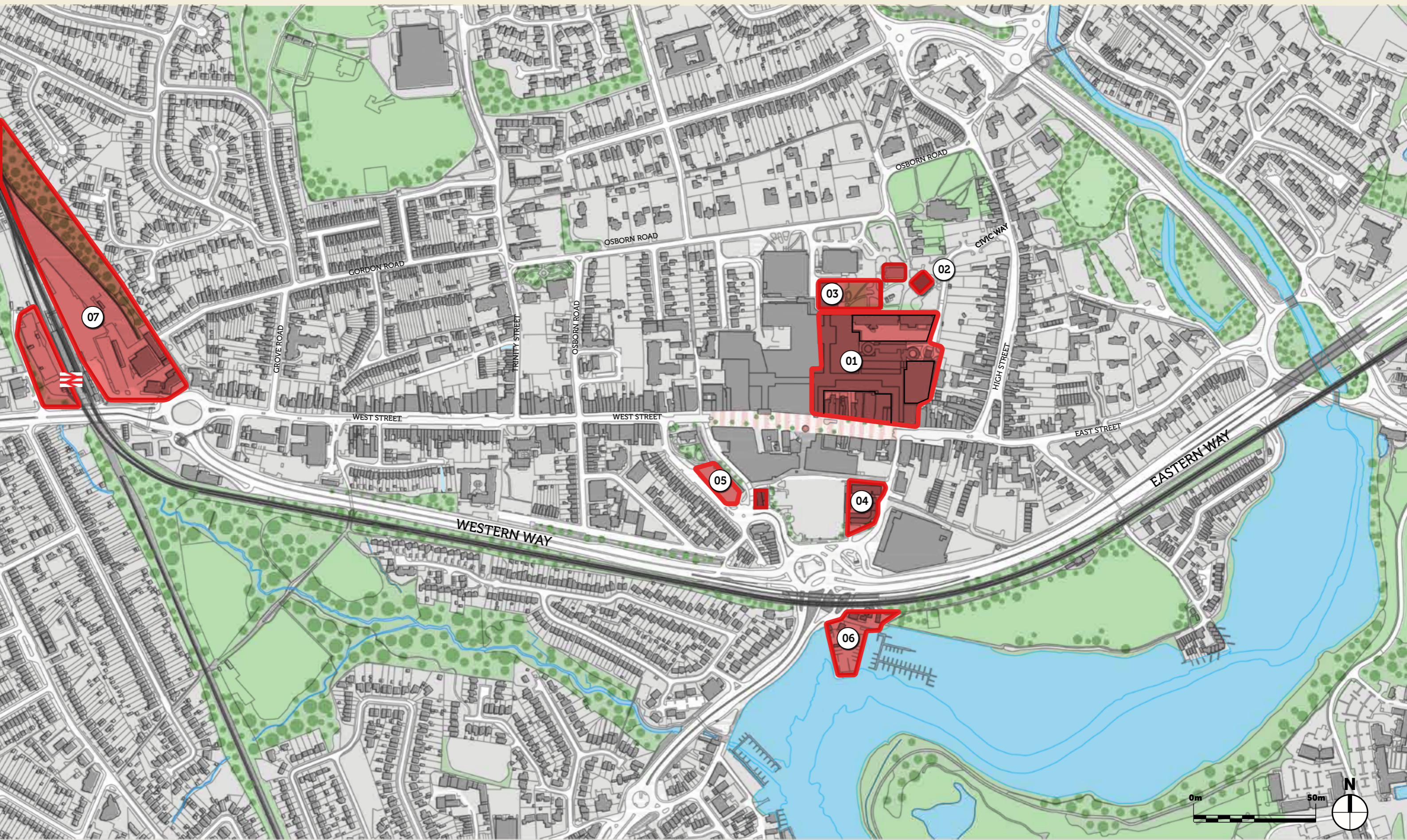


## 07 - Station Sites East & West



Strategic sites at a major gateway to the town that could deliver a much enhanced arrival environment whilst unlocking the potential for significant new residential development.







# Stage 2 Recommendations

Below is the complete list of interventions considered as part of Stage 2. These have been assessed against the 5 strategic objectives and the schedule of key metrics outlined on page 10. This has resulted in 6 interventions not progressing to Stage 3 for more detailed assessment. These interventions are indicated in grey on the table below.

Shortlist	Intervention Number	Intervention Description
	<b>Quick Wins &amp; Early Interventions</b>	
1	Intervention 01 (combining 09)	Temporary enhancement of North South link (to Market Quay)
2	Intervention 02	Illuminate the viaduct
3	Intervention 03 (combining 04,05,06 and 07)	Fareham Brand + Task Force + Events
4	Intervention 08	Kids youth activity areas (the Shopping Centre's asset management team are already talking with soft play operators to deliver this within the Shopping Centre)
5	Intervention 10	High Street Market
6	Intervention 11	Waters Edge Boardwalk at the Recreation Ground (temporary trial)
	<b>Car Parking and Wayfinding</b>	
7	Intervention 01	Car Parking, wayfinding and gateway strategic review
	<b>Public Realm</b>	
8	Intervention 01	Market Quay Car Park
9	Intervention 02	Civic Gardens
10	Intervention 03	High Street (this intervention has limited impact and has been discounted)
11	Intervention 04	West Street - Pedestrianised
12	Intervention 05	Quay Street (this intervention has limited impact and has been discounted)
13	Intervention 06	Waters Edge Boardwalk at the Recreation Ground (permanent works)
14	Intervention 07	Viaduct Roundabout
15	Intervention 08	Bath Lane Underpass
16	Intervention 09	Wallington Water Meadow



# Stage 2 Recommendations

Shortlist	Intervention Number	Intervention Description
	<b>Underused Buildings</b>	
<b>17</b>	Intervention 01	High Street
<b>18</b>	Intervention 02	West Street/Post Office
<b>19</b>	Intervention 03	Westbury Manor
<b>20</b>	Intervention 04	West Street/Foresters Hall (The Council's Housing Service is acquiring the building for housing purposes)
<b>21</b>	Intervention 05	Shopping Centre (The Shopping Centre's asset management team are already undertaking this work)
<b>22</b>	Intervention 06	66 West Street
	<b>Bricks and Mortar</b>	
<b>23</b>	Intervention 01	Shopping Centre
<b>24</b>	Intervention 02	Civic Centre
<b>25</b>	Intervention 03	Library
<b>26</b>	Intervention 04	Police Station
<b>27</b>	Intervention 05	Bus Station
<b>28</b>	Intervention 06	Aggregate Wharf
<b>29</b>	Intervention 07	Station Sites East & West (This intervention is complex, with a significant delivery timeframe and is not appropriate for inclusion at this stage)



4.0

NEXT STEPS



# Next Steps

## Conclusion of Second Stage

# 4.0

### Final Stages:

Mid-March through mid-June with final reporting and presentation end June / early July.

- More detailed evaluation of shortlisted interventions to include:
  1. Develop concept and design
  2. Establish approximate cost of delivery (utilising quantity surveyor input where necessary)
  3. Undertake high level feasibility where initiative is tangibly value generating i.e. establish approximate profit/loss (utilising agency advisory input on value where necessary)
  4. Set out high level delivery strategy including funding options where applicable to include:
    - a) Key actions
    - b) Capital Required
    - c) Resources Required
  5. Identify delivery risks
- Engage with “Impacted Parties” to assess deliverability
- Final stage consultation (early June) displaying the worked-up interventions and inviting preferences and priorities to help inform the final recommendations in the Regeneration Strategy and Action Plan to include
  - Workshops with key interested parties - either individually or small groups
  - Final public exhibition with intervention voting system recognising that some elements may require further consultation to secure planning permission, this will be focused on those activities when large scale consents are not required to reduce consultation fatigue.
- Final report of the Regeneration Strategy and Action plan to include exec summary of the consultation process



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