

STRENGTHS

- LOCATION AND ACCESSIBILITY
- MARKET DAYS
- CENTRALISED CIVIC USES
- STRONG HERITAGE
- TOWN CENTRE ENVIRONMENT
- STUNNING SURROUNDINGS

SWOT- Weaknesses



LACK OF HOUSING

LACK OF INDIVIDUALITY

NO SENSE OF ARRIVAL

SHOPPING CENTRE DOMINATES

RETAIL VOIDS

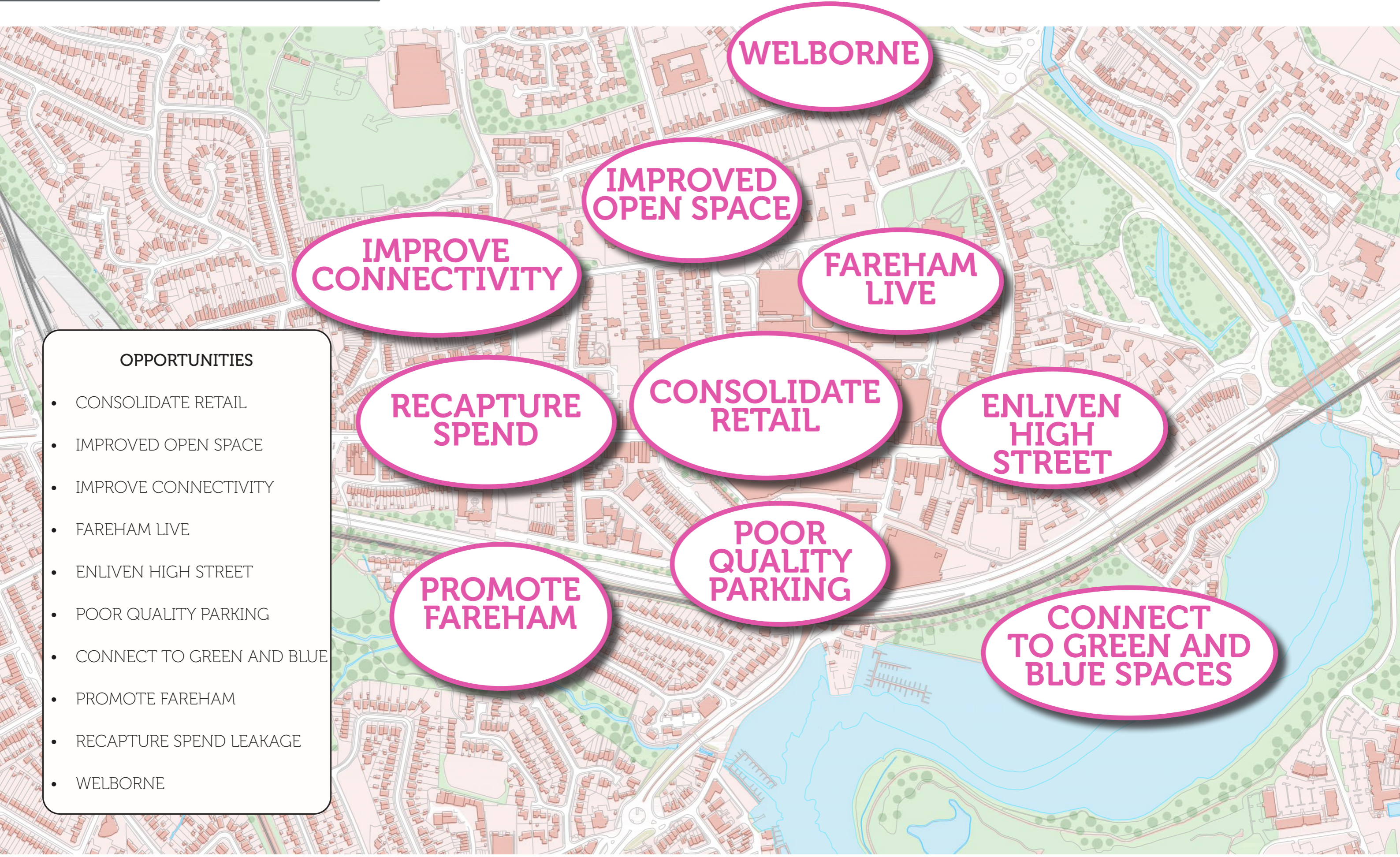
POOR SELF PROMOTION

POOR CONNECTIVITY WITHIN CENTRE

WATERFRONT UNDERUSED

- WEAKNESSES**
- NO SENSE OF ARRIVAL
 - LACK OF HOUSING
 - LACK OF INDIVIDUALITY
 - RETAIL VOIDS
 - SHOPPING CENTRE DOMINATES
 - POOR CONNECTIVITY WITHIN CENTRE
 - POOR SELF PROMOTION
 - WATERFRONT UNDERUSED

SWOT- Opportunities



WELBORNE

IMPROVED OPEN SPACE

FAREHAM LIVE

IMPROVE CONNECTIVITY

ENLIVEN HIGH STREET

CONSOLIDATE RETAIL

RECAPTURE SPEND

POOR QUALITY PARKING

CONNECT TO GREEN AND BLUE SPACES

PROMOTE FAREHAM

- OPPORTUNITIES**
- CONSOLIDATE RETAIL
 - IMPROVED OPEN SPACE
 - IMPROVE CONNECTIVITY
 - FAREHAM LIVE
 - ENLIVEN HIGH STREET
 - POOR QUALITY PARKING
 - CONNECT TO GREEN AND BLUE SPACES
 - PROMOTE FAREHAM
 - RECAPTURE SPEND LEAKAGE
 - WELBORNE

SWOT- Threats

**LACK
OF QUALITY
EVENING
ECONOMY**

**LACK
OF IDENTITY,
PURPOSE**

**RETAIL
& LEISURE
COMPETITION**

PERCEPTION

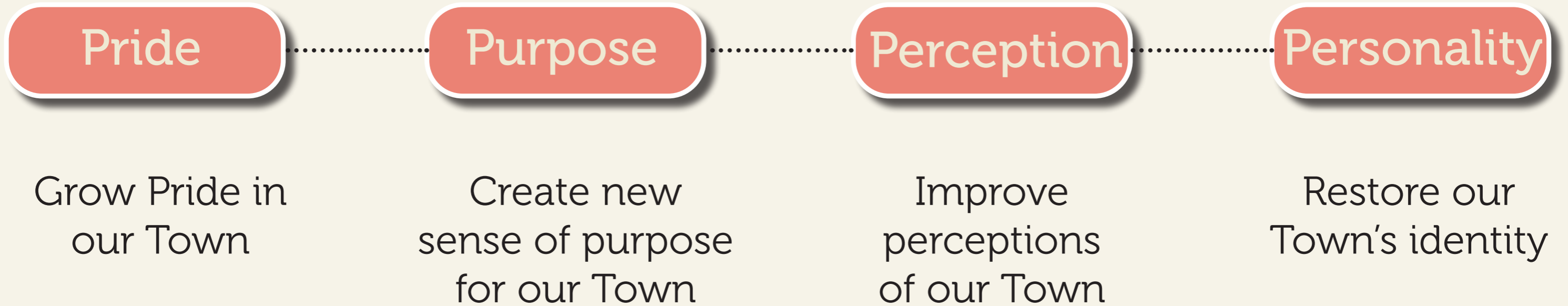
**STRUCTURAL
CHANGE OF
RETAIL**

THREATS

- LACK OF QUALITY EVENING ECONOMY
- PERCEPTION
- LACK OF IDENTITY, PURPOSE
- RETAIL AND LEISURE COMPETITION
- STRUCTURAL CHANGE OF RETAIL

KEY STRATEGIC OBJECTIVES

Manifesto/4 Pillars



Key Strategic Objectives

- 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 a unique selling point(s)