



eastleigh town centre partnership

Business Plan 2010-2012



Introduction

Eastleigh's development as one of the most prosperous towns in South East Hampshire is gaining momentum and in the last three years the town centre has attracted business investment of over £30m in addition to over 1000 new homes. The regeneration of the town is a primary objective of Eastleigh Borough Council and in addition to this inward investment there are exciting plans for Eastleigh in the future. The Borough Council wants a strong partnership with businesses in the town to consult with and ensure that the plans meet the needs of the town in the short and long term. With its excellent transport links, Eastleigh town centre is the first choice for shopping and entertainment for the expanding local population as well as an increasingly wide catchment area.

Role of the Town Centre Partnership

The Town Centre Partnership is a partnership between Eastleigh Borough Council and key representatives from Eastleigh businesses and the community. The Eastleigh Town Centre Partnership was formed as an independent body to bring together all parties interested in increasing the prosperity of the town. It is an organisation recognised by the council for consultation on town centre issues. In 2009 a Memorandum of Understanding was agreed between the council and the Town Centre Partnership to set out the roles and responsibilities of Eastleigh Borough Council and the Eastleigh Town Centre Partnership in this relationship.

The Partnership is a membership organisation and in return for an annual subscription specified benefits are received which are listed in the Partnership Recruitment Brochure.

Business Plan Objectives

The Town Centre Partnership has agreed the following priorities for 2010 to 2012 based on evidence from a survey of members of the public, a First Impressions Survey and a SWOT analysis by existing members of the Partnership.

- Attracting new customers to the town
- Making the town an attractive safe and secure environment
- Improving access and facilities
- Developing partnerships and positive communications between all users and stakeholders in the town

The Partnership will prioritise the objectives according to the level of funding raised through the Membership Scheme. Some actions will be lead by the Partnership and some by the council and this is indicated in the second column, 'LEAD'

Abbreviations used: ETCP – Eastleigh Town Centre Partnership; EBC – Eastleigh Borough Council; LAG – Local Action Group (between the Police and EBC and the community)

Town Centre Partnership Mission Statement

“To work in partnership to develop and improve the image and attractiveness of the Town Centre, attracting new retail, leisure and commercial businesses. To create a Town Centre which serves and involves the community, encouraging people from Eastleigh and elsewhere to visit and return regularly.”

The Vision

To strengthen Eastleigh's role in the district, to seek to achieve recognition of Eastleigh Town Centre as a subregional centre.

To offer a broad range of businesses, from national and independent retailers to specialist markets, offices, leisure, and cultural facilities.

To provide a consistently high quality, safe and enjoyable experience.

To provide easy access into and around the centre for all, giving priority to public transport, bicycles, walking and people with disabilities

To represent the businesses and other stakeholders in the Town Centre in all areas that may affect the overall operational development of the town.

1

Objective – Attracting new customers

Aim – To attract more people to Eastleigh town centre, more often because:

- Town Centres are used for many different purposes and it is vital that there is a focussed marketing strategy to promote the town centre as a good place in which to live, work, shop and relax in an attractive and clean environment
- Eastleigh provides attractions at all hours of the day and the promotion of the evening economy to ensure the right facilities exist for family centred eating and entertainment is becoming an increasingly important part of the town's economy
- Regeneration of Eastleigh involves a marketing strategy to attract new business investors; the council views the Partnership as playing an important role in delivering that strategy

	Action	Lead	Timescale
1.1	Implementing a focussed marketing strategy to attract more visitors	EBC	Strategy tba July 2010 then ongoing
1.2	Promote the town centre as a good place in which to live, work, shop and relax by organising four themed events a year	ETCP £3,400	February, March, October, November
1.3	Develop a series of themed promotions, e.g. weddings, eating out/going out etc in conjunction with www.eastleightc.co.uk	ETCP £1,800	Seasonal
1.4	Promote Eastleigh as an attractive destination place to visit in the evenings	EBC £500 initiatives	Ongoing
1.5	Encourage tables and chairs outside cafés and restaurants	ETCP / EBC	May to September
1.6	Businesses to supplement EBC flower towers with their own floral displays	ETCP £380 each display	May to September
1.7	Implement a marketing strategy to attract new investment	EBC	Ongoing



2

Objective – Safe and Secure

Aim – To make the town an attractive safe and secure environment because:

- Visitors to the town need to feel safe and reducing the fear of crime through release of “good news” stories will help achieve this
- By working with the Police and Borough Council's CCTV to support the Shopwatch and Pubwatch schemes and develop their effectiveness the Partnership seeks to maximise profit retention by addressing an area of potential loss
- Problem areas need to be identified and solutions found by working in partnership

	Action	Lead	Timescale
2.1	Improve public perception of safety, reducing the fear of crime through release of “good news” stories	ETCP / EBC	Four times a year
2.2	Develop the Pubwatch and Shopwatch initiatives	Police / ETCP / EBC / businesses	Monthly meeting held
2.3	Work pro-actively with Police and Community Safety to identify trends and seek solutions collaboratively	EBC (LAG)/ Police	Quarterly Partnership meetings
2.4	Monitor use of DPPO powers used to restrict on-street drinking and use CCTV information to identify trends and problem areas	EBC (LAG) / Police	Report to EBC Cabinet June 2010 on future of DPPO, plus regular contact with EBC CCTV manager



3

Objective – Access and facilities

Aim – To promote Eastleigh as a town which is exceptionally easy to get to by car, public transport and cycling, and with plenty of parking because:

- Businesses need to be kept informed about planned developments in the town and any possible travel disruption to enable them to advise their customers and plan their business
- The council want to hear the views of businesses, supported with evidence, on car parking and other accessibility issues and the Partnership will work with the council in supporting initiatives introduced, such as free parking days and the EBC Parking Discount Scheme
- There needs to be a partnership with public transport providers to ensure routes and timetables are convenient to shoppers and evening town centre users alike

	Action	Lead	Timescale
3.1	Keep businesses informed on planned development and possible travel disruption	EBC	Through regular Partnership meetings
3.2	Represent views of businesses, with evidence, on car parking issues to the Borough Council	ETCP	Annually, September
3.3	Promote and give support to the EBC Parking Discount Scheme, secure further involvement from retailers, monitor effectiveness and recommend changes as appropriate	EBC / ETCP Cost £850	March 2011
3.4	Work in co-operation with public transport providers to ensure routes and timetables are convenient to shoppers and evening town centre users alike	EBC	To be arranged annually, March 2011
3.5	Work with EBC to encourage appropriate and clear signage to facilities. Contribute to Eastleigh Town Access Plan (ETAP)	ETCP	September 2010



4

Objective – Developing partnerships and communications

Aim – To build and strengthen relationships between the council, businesses and community on issues affecting the future development of the town because:

- The Partnership is a key consultee and point of contact for town centre businesses and the Borough Council in representing views to the council on issues affecting the town centre
- Monitoring footfall and other information about town centre usage and sharing information with Partnership members ensures businesses have the information to make informed decisions. It is also important for the council to understand the level of trading from businesses
- It is important that The Partnership is independent with the capacity to secure resources to enable it to carry out its objectives, e.g through grants, sponsorship, advertising and developing other revenue generating activities
- The Partnership needs to constantly Increase membership of local businesses and gain their understanding of the role and benefits of town centre membership. It will need to keep under review the Partnership's structures necessary to meet the needs of members
- The council wishes to develop and implement initiatives which support small local businesses, including training and consultancy programmes

	Action	Lead	Timescale
4.1	ETCP as a point of contact on town centre issues to and from EBC	ETCP / EBC	Quarterly meetings
4.2	Monitor footfall and other information about town centre usage and share information with ETCP members to maximise business support	EBC £1,650 pa	Quarterly meetings
4.3	Keep businesses informed on planned developments and applications in and around the town centre through a bimonthly newsletter, quarterly meetings and an annual topic based meeting	EBC	Ongoing
4.4	Increase membership of ETCP and understanding from businesses of its role together with the benefits which membership brings. Maintain a structure which meets the needs of its members	ETCP	Ongoing
4.5	Secure resources to enable the Partnership to carry out its objectives	ETCP / EBC	Ongoing
4.6	Develop and implement initiatives which support small local businesses, including training and consultancy programmes	ETCP	Ongoing

Eastleigh Town Centre Partnership Membership April 2010

AMF Bowling
Bath Travel
Bed Shop Eastleigh
Bluestar Bus Company
Boswells Café Company
Costa Coffee
Crew Barber Shop
Eastleigh Borough Council
Eastleigh Churches Together
Eastleigh Sewing Centre
Fleming Park Leisure Centre
Fusion Bar and Grill
Guzel Meze Bistro
Hampshire Constabulary
Holiday Inn
Ink World
Kingfisher China & Glass
Kip McGrath Training
Knight Polson Solicitors
Leightons Opticians
Mobility Plus
Newtown Residents Association
One Community
Russell-Scotts Hairdressers
Skoolkit
Southampton Kitchen and Design
Specsavers
Swan Shopping and Leisure Centre
The Flower Shop
The Southern Daily Echo
The Sweet Boutique
Vue Cinema
Wells Place Centre

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This information can be provided in alternative formats including large print, audio tape, Braille and other languages by calling 023 8068 8000, texting 07797 877001 or emailing direct@eastleigh.gov.uk