EASTLEIGH BOROUGH COUNCIL

Eastleigh Town Centre Health Check

Background Paper

JUNE 2011

etc... Eastleigh Town Centre

SUMMARY

The Eastleigh Town Centre Health Check is prepared annually, and it covers the period 1 April 2010 to 31 March 2011.

Eastleigh is the main centre in the Borough and supporting its ongoing regeneration, growth and well being is a key priority for Eastleigh Borough Council.

This is the forth annual ‘health check’ to be prepared and clearly sets out: information, data and trends relevant to the previous Financial Year.

There is much to be positive about in Eastleigh Town Centre and it is hoped that you find this latest edition of the town centre ‘health check’ informative. Should you wish to discuss development and investment opportunities in Eastleigh Town Centre Please do not hesitate to contact:

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1. INTRODUCTION

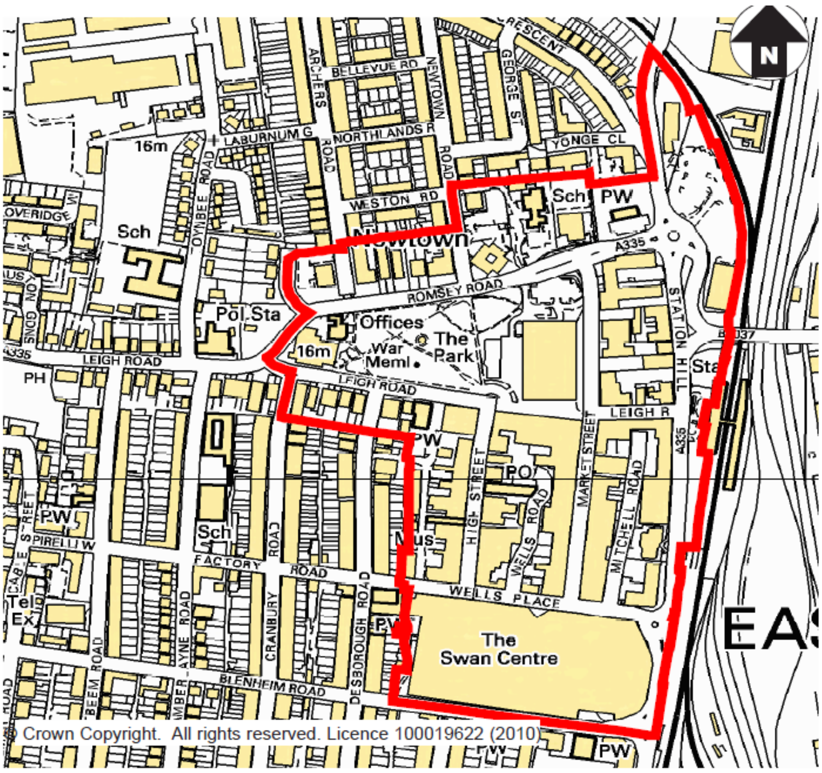
Town centre health checks

1.1 Government objectives for town centres is to promote their economic health by protecting and enhancing their vitality and viability. A ‘town centres first’ approach is promoted. This will be achieved through public agencies, their partners and the business community enabling and delivering a range of services, facilities and businesses within town centres as opposed to out of town locations. In addition there is an expectation that town centres will provide a high quality environment that is accessible by all sectors of the community.

1.2 Town centre health checks are a means of establishing a comprehensive, relevant and up-to-date assessment of vitality and viability through the consideration of economic, environmental and social factors, in addition to assessing whether policy is responding to signs of change and identifying appropriate action if necessary.

1.3 Planning Policy Statement (PPS) 4: Planning for Sustainable Economic Growth (policy EC1) highlights the crucial role of an up to date and sound evidence base to plan positively for town centre uses. For this reason the Town Centre Health Check is updated annually.

Figure 1.1: Boundary of Eastleigh town centre



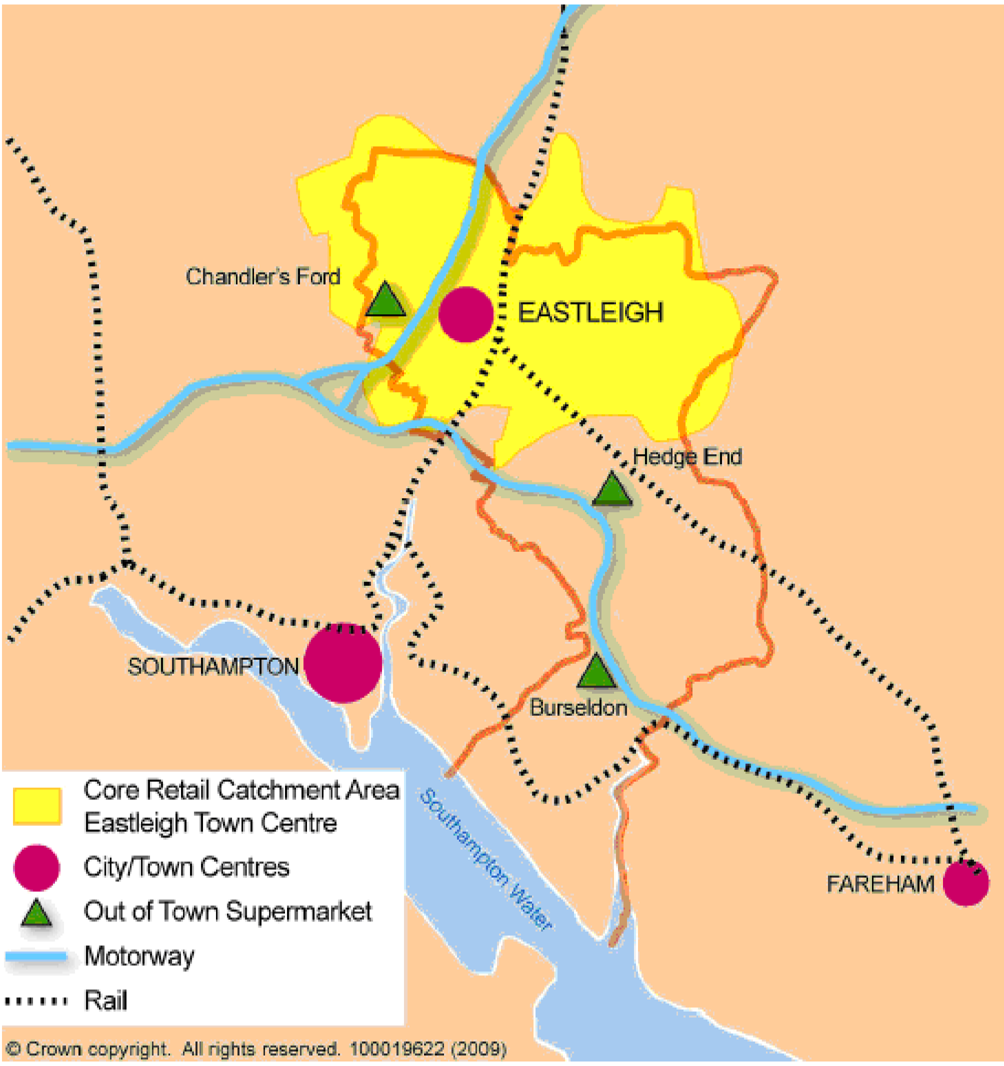
Source: Eastleigh Borough Council, 2010

Eastleigh town centre: retail hierarchy and catchment

1.4 Within the hierarchy of centres, the South East Plan identified Eastleigh town centre as a secondary regional centre. Other centres in Hampshire within this category include; Aldershot, Andover, Fareham, Farnborough and Winchester. Higher order regional centres include the cities of Southampton and Portsmouth, and Basingstoke. This hierarchy was borne out of work undertaken by retail consultants DTZ in the preparation of the South East Plan.

1.5 Eastleigh town centre is the major centre in Eastleigh Borough, and the retail catchment area predominantly covers the northern part of the district as illustrated by figure 2. It is expected that the catchment area for leisure and cultural activities is more extensive although this specific data is not available.

Figure 1.2: Eastleigh town centre catchment area



Source: Eastleigh Town Centre Vision (using data derived from DTZ survey for South East Plan 2010)

1.6 Information supplied to the Borough Council by the Springboard Milestone website (in association with the Association of Town Centre Management) indicates that the total catchment of population is 221,904, with Eastleigh town centre having a market share of 11.8%.

Eastleigh Town Centre Vision

1.7 The Town Centre Vision document can be viewed on the Eastleigh Town Centre website at www.eastleightc.co.uk. The document is updated annually and will inform the content of the Councils core strategy. The Vision document has 5 main aims which are:

- sustainable town centre growth and regeneration to increase the number of customers choosing to visit the town centre rather than travelling further afield to other centres;
- develop family oriented arts, entertainment, culture and heritage;
- green connections and welcoming public spaces;
- relocation of the civic offices into the town centre; and
- provision for urban living.

2. DIVERSITY OF USES

Headline: Town centre offer continues to broaden as a result of increased leisure, café and restaurant offer.

2.1 Successful centres contain a diverse range of uses that attract visitors and shoppers during the day and the evening. This is important as it promotes linked trips, increases dwell time and helps promote the town centre as a destination. Monitoring the type of uses and the amount of floorspace over time presents a picture of vitality.

2.2 Diversity of uses is measured through the assessment over time of the number and use type of units [note that *Units* refer to the number of businesses not the number of properties a business occupies].

2.3 The gross floorspace of units has been measured using data from the Valuation Office Agency (VOA) for individual properties. When first considering the methods of calculating floorspace for the health check, all of the other Hampshire Authorities were contacted to ascertain if there was a consistent method in sourcing floorspace information, however methods ranged from purchasing Experian data to manually measuring using GIS. For a definition of what is included in the calculation of floorspace, please refer to the glossary.

2.4 In a few instances, the floorspace has not been made available by the VOA due to commercial sensitivity, and where this has been the case, the floorspace has been measured using GIS. The data in Table 2.1 will provide a baseline for monitoring floorspace in future Town Centre Health Checks.

Table 2.1: Diversity of uses and floor areas

USE CLASS	UNITS	GROSS FLOORSPACE(sq.m)	% OF TOTAL TOWN CENTRE FLOORSPACE
A1 Convenience Retail	10	9,423	9.4
A1 Comparison Retail	146	31,641	31.6
A1 Retail (Total)	**(148)**	**(41,064)**	**(41)**
A2 Financial Services	28	6,170	6.1
A3 Cafes and Restaurants	15	4,905	4.8
A4 Drinking Establishments	4	3,454	3.4
A5 Hot Food Takeaways	5	546	0.5
C1 Hotels and Hostels	0	0	0
B1 Businesses	66	25,626	25.5
B8 Warehousing	1	269	0.2

USE CLASS	UNITS	GROSS FLOORSPACE(sq.m)	% OF TOTAL TOWN CENTRE FLOORSPACE
D1 Non-residential Institutions, e.g. library	7	3,545	3.5
D2 Assembly and Leisure	4	5,669	5.6
Sui Generis	11	5566	5.5
Vacant Units	14	3297	3.2
Total	**303**	**100,111**	

* Not monitored

Source: Valuation Office Agency (2010)

2.5 During the 2010/11 period whilst there was little increase in town centre floorspace delivered , this does not tell the full story as permitted floorspace was occupied (within the Swan Centre extension) and other schemes granted consent are yet to be built out.

Table 2.2: Change of use within Eastleigh town centre

LOSSES	GAINS
4 A1	1A2
	2A3
	1A3/A4 mix
1A5	B1a

Source: Eastleigh Borough Council Details of Occupancy Paper (October 2010)

2.5 Floorspace in the town centre is weighted towards retail (41.4%), and this is favourable given that a strong retail core helps to attract customers into centres in order to maintain their vitality.

2.6 Within the recently completed Swan Centre leisure scheme there are a number of remaining empty units. This figure is expected to be lower in future years.

3. EDGE OF CENTRE / OUT OF CENTRE LEISURE, OFFICE AND RETAIL

Headline: No significant increase to floor space within out-of-centre locations within the last year.

3.1 Increases to the amount of leisure, office and retail floorspace in edge and out-of-centre locations can undermine the role of town centres, and have a detrimental impact upon the vitality and viability of centres. To this end, PPS4 seeks to limit economic growth to existing centres, as opposed to edge and out-of-centre locations.

3.2 Floorspace information has been supplied by the VOA, and this is updated every five years.

Retail

3.3 Monitoring the changes to floorspace in edge and out of centre locations and whether or not such increases were for bulky uses or not (bulky uses are considered acceptable in out of town locations) illustrates whether Local Plan Review policy has been successful in restricting growth to town centres.

3.4 Over the past three years, only one application has been permitted which allowed an increase in floorspace (mezzanine floor of 640sq.m at Unit 1A at Hedge End Retail Park). It is important to point out however, that this floorspace was permitted on the basis that a sequential test had been undertaken and it was for a bulky item retailing.

Table 3.1: Additional out of centre retail floorspace permitted

SITE	AREA	STORE/UNIT NO.	2010 GROSS FLOORSPACE (sq.m): VOA DATA	2010/2011 PERMISSIONS FOR ADDITIONAL FLOORSPACE
Hamble Lane	Bursledon	Tesco	10,117.8	0
Chandler's Ford Industrial Estate, School Lane	Chandler's Ford	Peter Green	4,876.6	0
Bournemouth Road	Eastleigh	Asda	13,517	0
Woodside Avenue	Eastleigh	B&Q	5,959.30	0
Turnpike Trading Estate, Chestnut Avenue	Eastleigh	Unit 1: Homebase	4,290.3	0
		Unit 2: Nevada Bob	1,067.41	0
		Unit 3: Dreams	945.74	0
Channon Retail Park, Woodside Avenue	Eastleigh	Unit 1: Matalan	3,232.33	0
		Unit 1a: Pets at Home	597.13	0

SITE	AREA	STORE/UNIT NO.	2010 GROSS FLOORSPACE (sq.m): VOA DATA	2010/2011 PERMISSIONS FOR ADDITIONAL FLOORSPACE
(Halfords, Comet, Pets at Home, Matalan)		Unit 2: Comet	968.16	0
		Unit 3: Halfords	1,245.24	0
Twyford Road	Eastleigh	Magnet	1,151.53	0
Tollbar Way	Hedge End	Marks & Spencer	14,460.19	0
		Sainsbury's	10,643	0
Hedge End Retail Park, Tollbar Way	Hedge End	Unit 1: Homebase	5,129.5	0
		Unit 2: Curry's	3,115	0
		Unit 3: PC World	2,525.4	0
Hedge End Retail Park, Charles Watts Way (Jessops, Land of Leather, Courts, SCS, Easy Living, DFS, vacant)	Hedge End	Unit 1	2,336.1	0
		Unit 1a	929	640
		Unit 1B	1,697.63	0
		Unit 3	408.19	0
		Unit 3a	183.70	0
		Unit 4	1,537.01	0
Centre 27, Tollbar Way (Harvey's, Carpet Right, Sleepmasters, Roseby's)	Hedge End	Unit 1	939.10	0
		Unit 2	6,718.3	0
		Unit 3	933	0
		Unit 4	4,138	0
Tollbar Way	Hedge End	Wickes DIY	5,125.10	0
Total			**108,786.76**	**0**

Source: Valuation Office Agency, 2010

Offices

3.5 Information on office floorspace in the borough will be included within next years health check following the completion of the Council's Employment Land Review.

4. POTENTIAL CAPCITY FOR GROWTH AND CHANGE

Headline: A 'Town Centre Vision' has been produced to promote urban regeneration in the town centre, and the Borough Council is active in land acquisition and site assembly to facilitate redevelopment.

4.1 This indicator explores the potential for centres to expand or consolidate, and it is measured by the amount of land available for new town centre development. The Town Centre Vision is a proactive regeneration tool that seeks to regenerate the town centre by making more efficient use of existing land, replacing buildings that have exceeded their effective life, and encouraging mixed used and higher density development.

4.2 In 2006, DTZ carried out a study for Southampton and Eastleigh assessing future retail capacity and convenience retailing. The study concluded that growth through proactive redevelopment was necessary to regenerate the town centre. This approach is being actively pursued by Eastleigh Borough Council through land acquisition and site assembly.

4.3 At the end of 2010, the Eastleigh Borough Council and Southampton City Council commissioned GVA to undertake a retail study to consider the need and capacity for additional retail provision. The final report is awaited.

5. RETAIL PERFORMANCE

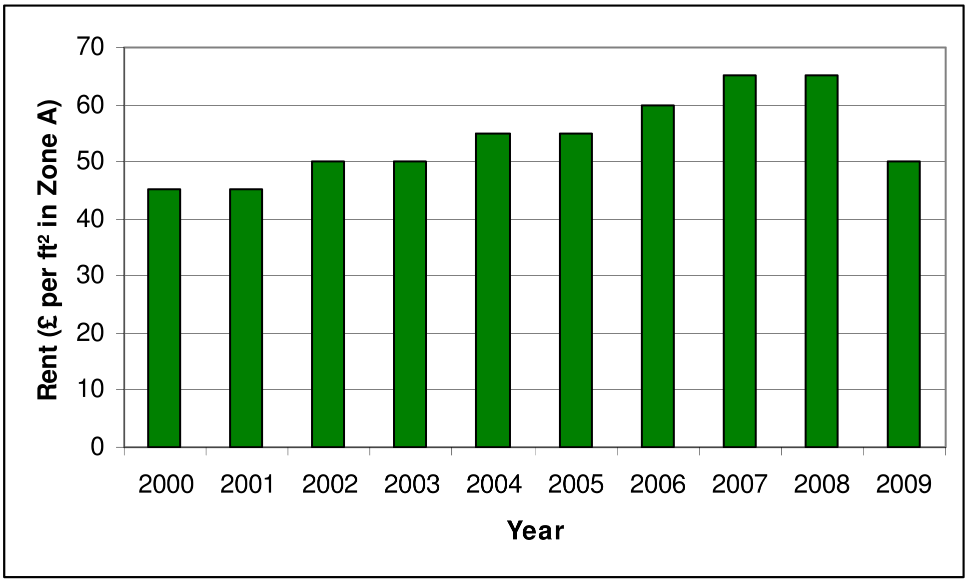
Headline: Rents have fallen following a period of steady growth, and yields have increased on the previous year reflecting the current challenging economic conditions.

5.1 Assessing retail performance is key in ascertaining how well a town centre is performing, and it can be achieved by monitoring rents, yields, prospective retailer requirements, and vacant units.

Rents

5.2 Analysis of Zone A rents provides an indication of the strength and competitiveness of the commercial property market. Zone A is defined in the Glossary. Rents in the town centre have started to decline and are on par with the 2002 and 2003 level. The drop is likely to reflect the difficult economic climate last year. No data is currently available to the Council post 2009 but the Health Check will be updated when the information is made available by Springboard Milestone.

Figure 5.1: Rents



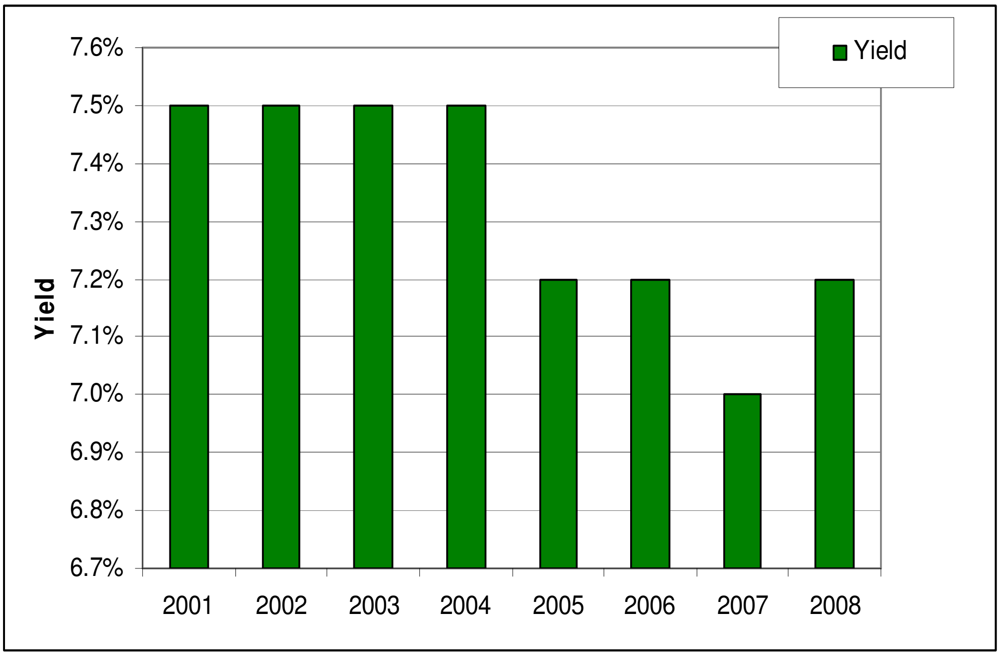
Source: Springboard Milestones using Colliers CRE Data, 2010

Yields

5.3 Commercial yields are a good measure of retail viability, and are reflective of risk and confidence. The lower the figure the lower the perceived risk and greater confidence. It is the ratio of rental income to capital value, and is expressed in terms of the open market rents of a property as a percentage of the capital value. Measured consistently over time, yields can give an indication of the direction in which a particular town centre is moving economically.

5.4 Yields in the town centre have increased since 2007, and this is likely to be a result of perceived investor risk as a result of the national economic outlook.

Figure 5.2: Yields



Source: Milestone Springboard using Valuation Office Data, 2010

Prospective retailer requirements

5.5 The presence of multiple outlets adds to the appeal of town centres, whilst independent units contribute towards the uniqueness of a place. The completion of the Swan Centre leisure scheme has not only raised the profile and attractiveness of the town centre, but it has also allowed new operators to come into the town centre.

5.6 Retailer requirements change rapidly over time due to the competitive nature of business, and information would need to be purchased at a specific point in time. Details about prospective retailer requirements tend to be confidential, and sought in relation to specific schemes.

Street level voids

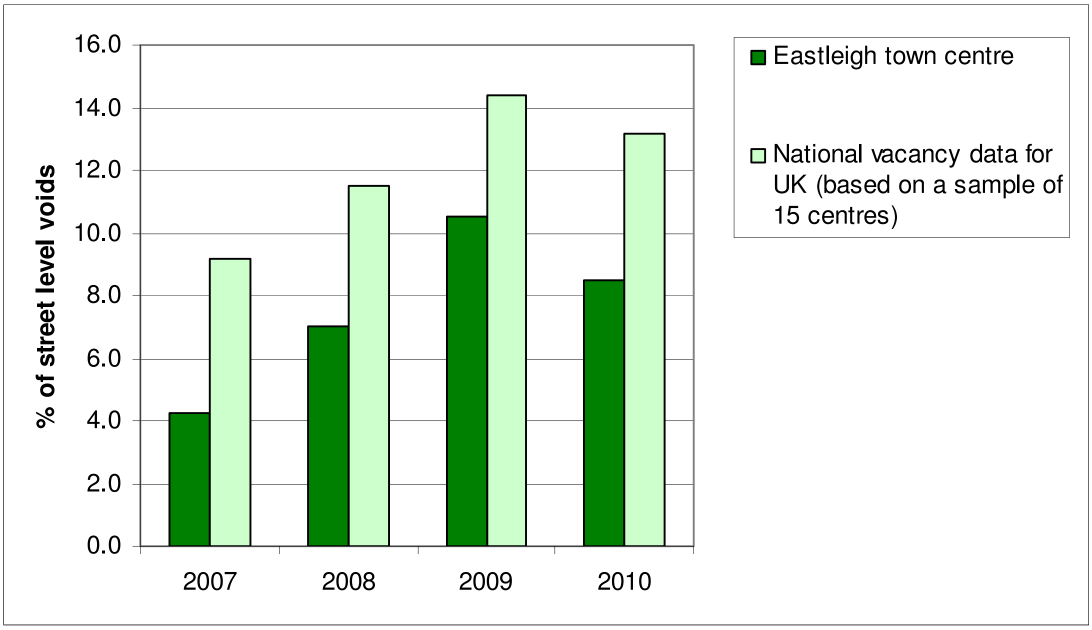
5.7 Vacancies can arise in even the strongest town centres, and all town centres experience a baseline level of vacancy rates. Large numbers of vacancies can be an indication of decline as a result of poor performance, a town's floorspace not meeting modern retailing needs, or difficult economic conditions.

5.8 The proportion of vacant shops in the town centre at October 2010 was 8.5%. This is an increase of 1.1% from the same month in 2009. Over the last few years, the trend has been for an increase in street level vacant units and this can be attributed to the economic downturn.

5.9 For the purposes of this health check, voids are street level businesses (not addresses) which are vacant on the survey date even if they are in the process of being shop filled at that time. Premises surveyed are within the three retail areas (core, primary and secondary) set out in the Eastleigh Borough Local Plan Review 2001-2011. This is in addition to the eleven units within the Swan Centre leisure scheme which are accessible from the elevated street and walkways on Wells Place. This brings the total number of units to 199.

5.10 Empty units are identified through visual inspection at set points throughout the year. The number of empty units increased in 2009 as a result of the Swan Centre leisure scheme opening with four of the eleven units pre-let.

Figure 5.3: Percentage of street level voids



Source: Eastleigh Borough Council Details of Occupancy Paper (2010) and Colliers CRE International (2011)

6. LAND VALUES

6.1 It is a suggested requirement of PPS4 that land values within town centres are monitored; however gathering meaningful data on land values is complex as each parcel of land is subject to a unique set of circumstances. This could include policies and physical constraints that impinge upon it. In addition, economic circumstances and market fluctuations affect land values resulting in data quickly becoming out-of-date.

6.2 Local agents and the Council's Asset Management Section are best placed to provide up-to-date local information. More general information regarding the housing market is provided by the Halifax Building Society and Nationwide Building Society with the Estates Gazette and Land Registry providing information on trends.

7. ACCESSIBILITY

Headline: Accessibility to the town centre by a range of means remains good, especially during the day.

7.1 Good accessibility is vital to attract town centre users. Access in the context of the health check needs to consider ease and convenience by a choice of transport modes. Following the introduction of PPS4, quality is also now a consideration.

7.2 Access in terms of the health check is assessed by way of:

- the proximity of the town centre to the Strategic Highway Network;
- the quality, frequency and range of destinations of public transport services;
- pedestrian linkages to surrounding areas;
- barriers to the free movement of pedestrians;
- facilities for cyclists;
- access for those with mobility difficulties; and
- car parking.

7.3 Hampshire County Council (The Highways Authority), in partnership with Eastleigh Borough Council are progressing an Eastleigh Town Access Plan that seeks:

- greater accessibility within the town centre;
- improved public safety;
- improved accessibility for the mobility impaired; and
- reduced levels of congestion and pollution.

7.4 The plan is in line with the Local Transport Plan (LTP) and the emerging Eastleigh Town Access Plan (ETAP) which will be relevant to a number of transport issues to emerge through the Local Development Framework (LDF) process.

7.5 Eastleigh is well served by a range of transport modes, and is well connected through the M27 and M3 motorways, Southampton International Airport, and Eastleigh bus and rail station. The bus station and train station are centrally located within the town centre.

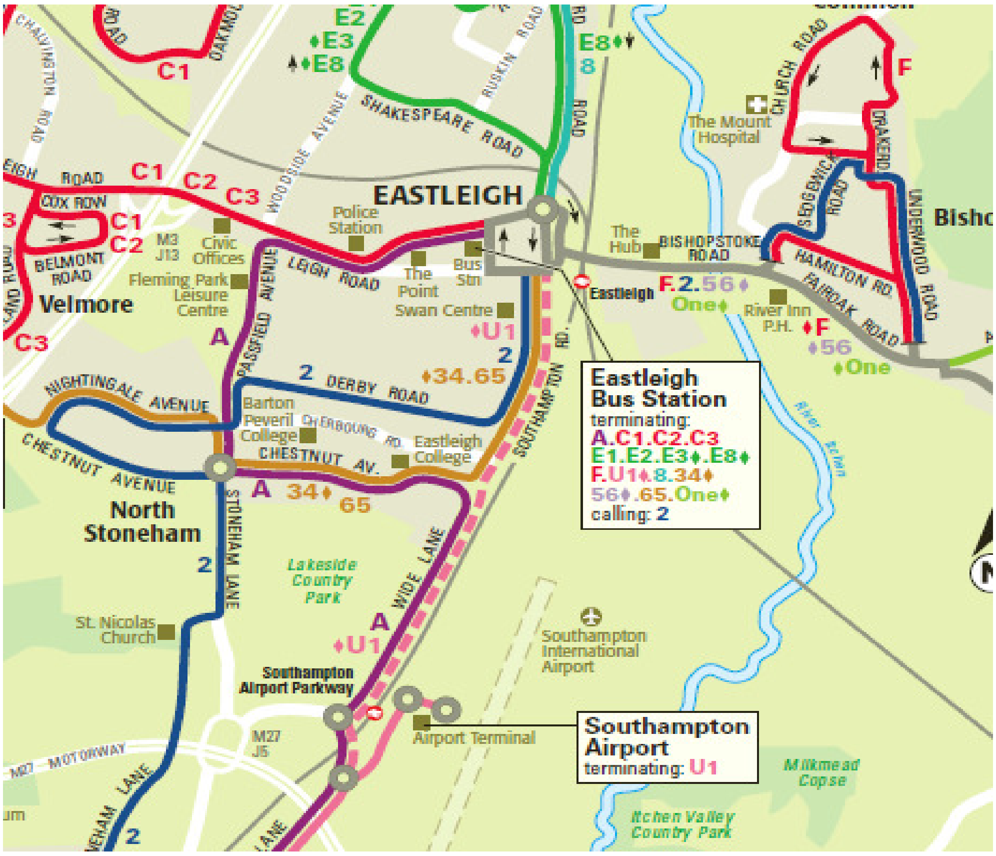
Taxi services

7.6 Taxis provide public transport, and are an important part of the daytime and evening economy. Taxi cabs (Hackney Carriages) are available from three ranks in the town centre, Eastleigh rail station, Upper Market Street, and Mitchell Road / Wells Place. This level has remained the static from 2008/2009.

Bus services

7.7 The number of services (14) that terminate or call at Eastleigh bus station has remained the same for the past three years, as has the frequency. Of these 14 services, 10 do not operate on weekday evenings, and 9 do not operate on Sundays and bank holidays.

Figure 7.1: Bus routes serving Eastleigh town centre



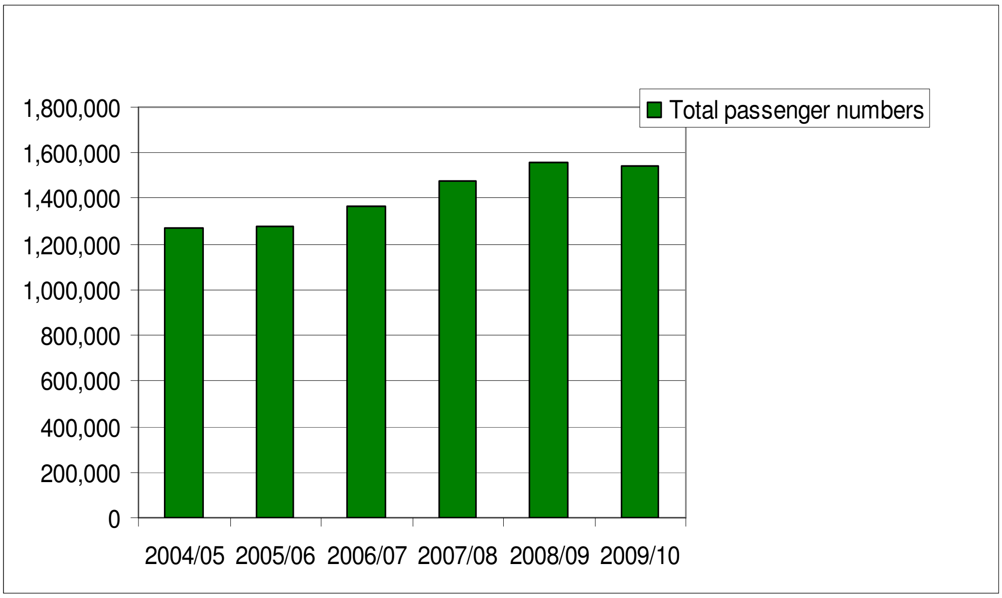
Source: Hampshire County Council, 2010

Rail services

7.8 There are frequent rail services which connect Eastleigh with London and the south coast. Over the past four years, the frequency of services has remained unchanged (refer to the National Rail website for details on train services: http://www.nationalrail.co.uk/).

7.9 Although the number of rail passengers at Eastleigh station has been steadily increasing since 2004/05, there was a very slight downturn in 2009/10. This is a likely result of the economic downturn, and this trend was reflected nationally. The information for the 2010/11 period has not yet been released.

Figure 7.2: Passenger numbers at Eastleigh rail station

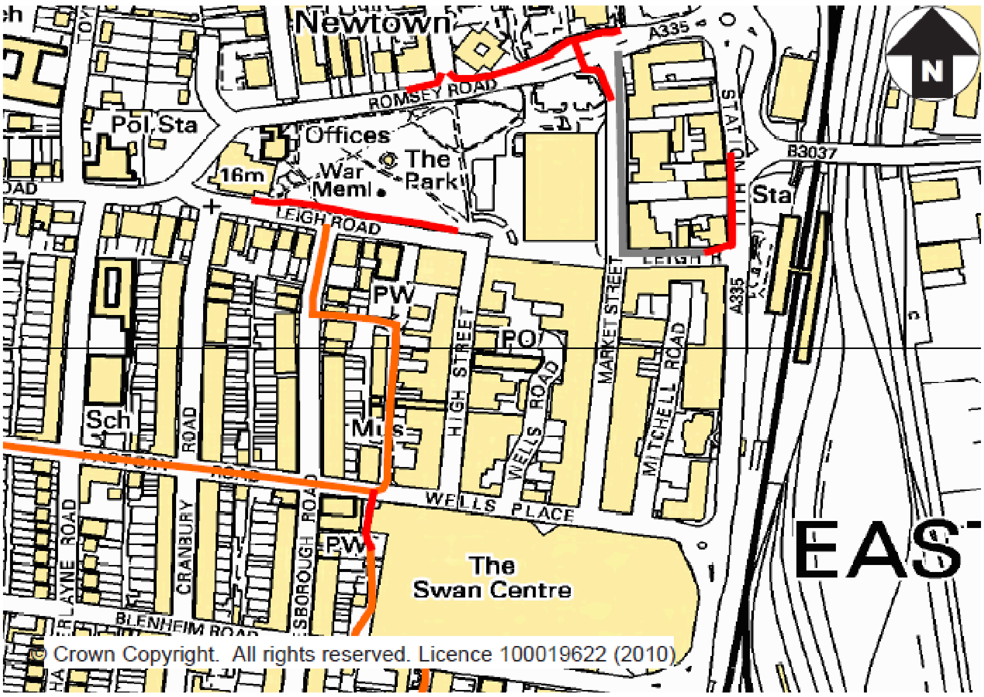


Source: Office of Rail Regulation, 2010

Cycle ways

7.10 Cycle linkage offers an important means of accessing the town centre. Cycle infrastructure is being provided, but in many instances there are gaps in provision as the cycle routes map illustrates. It is intended to address this situation through the delivery of projects identified in the Eastleigh Town Access Plan (ETAP).

Figure 7.3: Cycle routes within Eastleigh town centre



Source: Eastleigh Borough Council, 2010

Note on Figure 7.3: the different coloured lines are representative of the type of cycle route:

Orange = quiet route
Red = shared use
Grey = contra flow

Disabled access

7.11 Eastleigh benefits from having a flat and compact town centre, and measures such as raised crossing points and dropped kerbs have been introduced to improve accessibility. A successful Shopmobility scheme runs in the town centre, which is at present operating to capacity. Disabled car parking is discussed within the 'Car Park Capacity' section.

Car park capacity

7.12 There have been no changes to the number of car park spaces in the centre over the past three years.

Table 7.1: Car park capacity

CAR PARK		TOTAL SPACES
Swan Centre Roof Top	Pay-on-foot	688
Mitchell Road Multi-storey	Pay and display	500
Hanns Way	Pay and display	19
Southampton Road	Pay and display	54 (37 public, 17 resident)
Romsey Road	Pay and display	49
Leigh Road	Pay and display	32
Twyford Road	Pay and display	82
Wells Place	Pay and display	141

Source: Eastleigh Borough Council Transportation and Engineering Unit, 2010

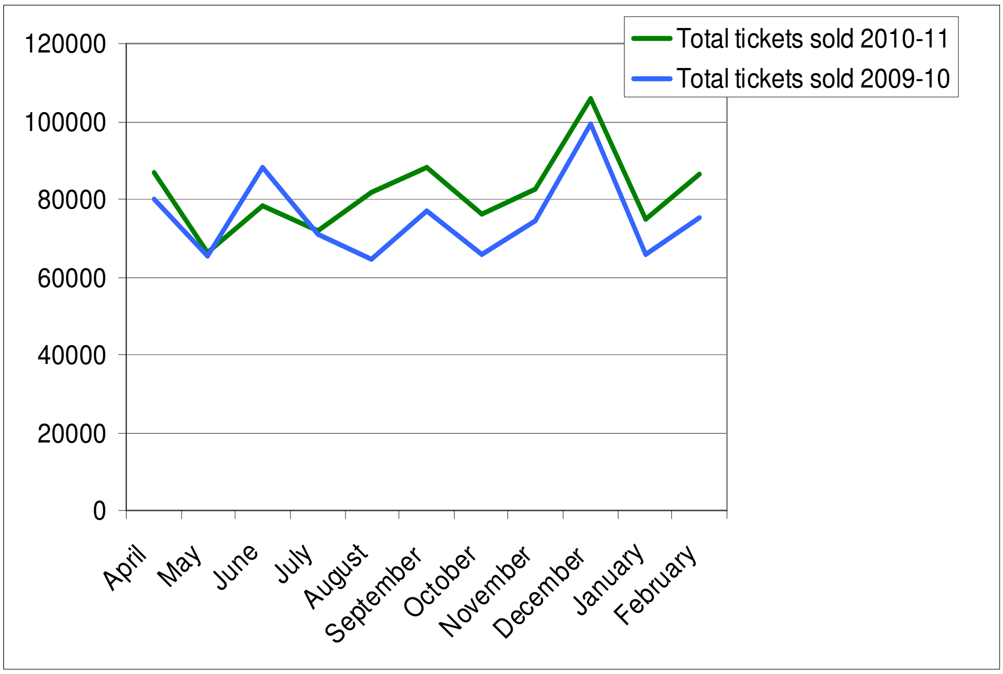
Car park usage

7.13 Pay on foot parking has been introduced to the town's two major car parks at the Swan Centre and Mitchell Road. This encourages increased customer dwell time in the town centre. In addition the Mitchell Road car park has recently undergone a £1 million refurbishment to improve the internal environment and services to visitors and shoppers.

7.14 Overall, the number of tickets sold was 8.7% higher in 2010/11 than in the 2009/10 period. However, as figure 8 illustrates, there were peaks in certain months, namely September (start of the school term) and December (Christmas period).

7.15 It should be noted that this does not include the total for March 2011 because this information is not yet available.

Figure 7.1: Parking tickets sold



Source: Eastleigh Borough Council Transportation & Engineering Unit, 2011

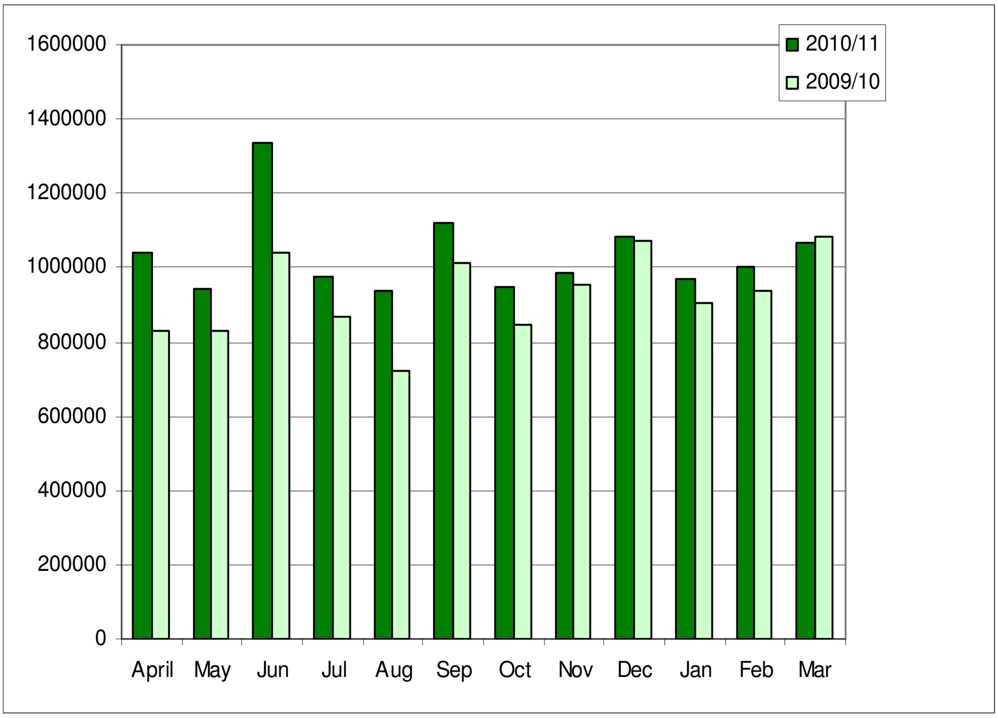
8. PEDESTRIAN MOVEMENT (FOOTFALL)

Headline: Overall footfall for the town centre for 20010/11 is up on the previous year by 11.7%.

8.1 Assessing pedestrian flow provides a basic measure of pedestrian activity and therefore town centre vitality and viability. During 2010/11 footfall in Eastleigh town centre has been monitored automatically at four locations over a twenty four hour period, seven days a week. Cameras count the number of people passing the fixed points. The figures shown in the chart are the average each week for the month which smoothes statistics for four and five week months.

8.2 Overall, Eastleigh footfall increased by 11.7% year-on-year during the period of this Health Check (April 2010 -March 2011). It is expected that this can be attributed to increased activity emanating from the Swan Centre Leisure extension. This compares to a national figure of a 1.3% decrease (data from over 130 shopping centres) as recorded by ATCM Milestone - Springboard.

Figure 8.1: Town centre footfall graphs – total number of pedestrian movements recorded



Source: Main Highway services (2010 and 2011)

9. CUSTOMERS AND RESIDENT'S VIEWS

Headline: Surveying the local community's view of Eastleigh town centre has been undertaken periodically through the Councils citizen panel 'Viewpoint,' peer review has been provided through the ATCM "first impressions" initiative, and a marketing survey by Stafford Rhodes has been resourced by the Borough Council.

9.1 The surveying of views of the local community is advised by PPS4. There will be periodic surveys through 'Viewpoint' (the Council's Citizens Panel), and these will contain questions on a wide range of (mainly) local issues. Refer to the Glossary in Appendix A for a description of 'Viewpoint'.

9.2 The last survey was carried out in October / December 2008, and there were four questions about the town centres' evening economy. It was concluded that panelists visited Southampton ahead of Eastleigh for the cinema and eating out, and the key influencing factor for this was the range of venues available. Since this survey, the Swan Centre leisure extension has opened, and it is expected that this will be reflected in future surveys undertaken.

9.3 For next years health check, the results of the summer 2011 "Viewpoint" survey will be included which includes questions regarding; access, diversity of uses, and the quality of the town centre environment.

9.4 During 2010 the Council commissioned marketing consultants Stafford Rhodes to survey visitors to the town centre. The key headlines arising from the survey were that the town centre is clean and tidy, easy to park in with plenty of café facilities. It did however score poorly on the range of national, independent, and specialist stores. The full presentation with these conclusions will be made available on the Eastleigh town centre website.

9.5 The ATCM (Association of Town Centre Manager's) undertook a 'First Impressions' visit in 2009 which concluded that:

- More commercial data about trading would be beneficial for potential business operators.
- Events should be advertised around the town centre.
- Canopy, street furniture, planting, pedestrianisation, Eastleigh Recreation Ground, public transport and road access were the most positive features of the town centre.
- Key areas for attention were identified as the need to better integrate the shopping area with entertainment facilities and the evening economy; and the need to develop the bus station and Upper Market Street so there is less of a dead end feel.

10. COMMUNITY SAFETY

Headline: A number of measures have been put in place through a multi-agency approach to address community and personal safety issues in the town centre.

Safety and security initiatives

10.2 There are a variety of safety and security initiatives that operate in the town centre. These are as follows:

CCTV

10.3 In 2008/2009, the Eastleigh CCTV system monitored the centre with 68 cameras and 8 help points which cover the retail areas, bus station, park, railway station, car parks and back ways of the town centre. This has remained the same in the period 2009/2010. The system is also linked with existing cameras at the Mitchell Road multi storey car park. The cameras are monitored by a control room 24 hours a day, and can be viewed by the Hampshire Constabulary Command and Control Centre. All are in two-way radio contact with CCTV Control.

Pubwatch

10.4 During the period covered by this health check the “Pubwatch” scheme covered 6 premises within the town centre where the licensees have signed up to a coordinated action against those who cause or threaten damage, disorder, violence, use or deal in drugs in their premises. All are in two-way radio contact with CCTV Control.

Shopwatch

10.5 A Shopwatch scheme exists, which is similar to the concept of Pubwatch, and involves 36 shops that coordinate action to counter shoplifters. As with the pubs, all are in two-way radio contact with CCTV Control.

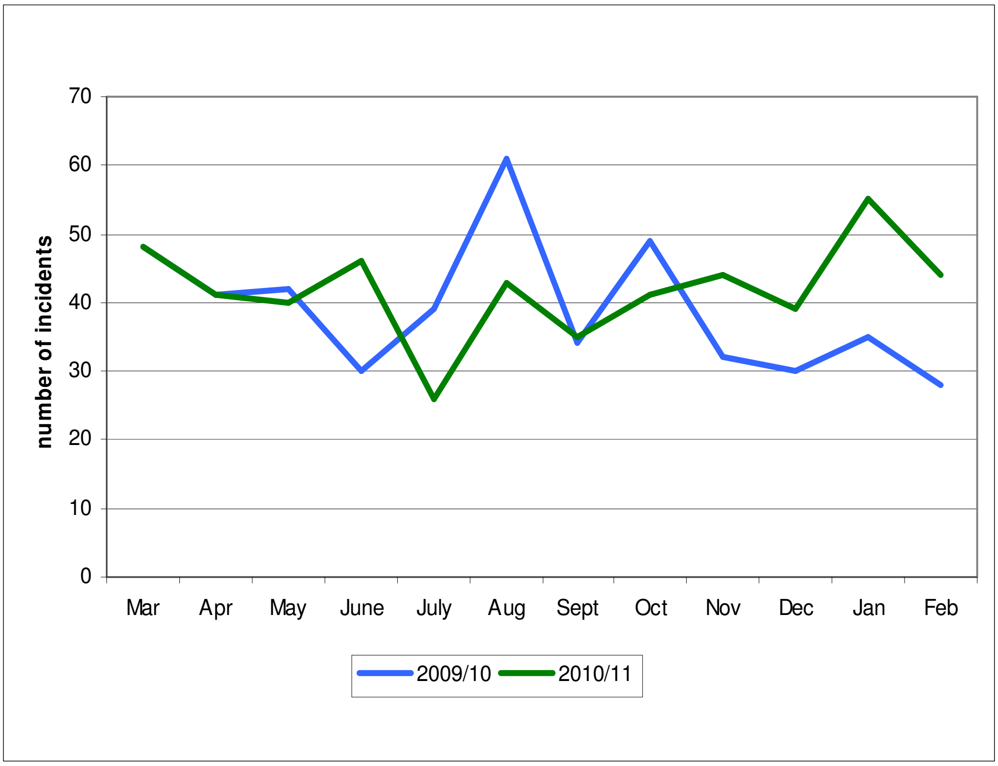
Street Pastor Scheme

10.6 The Street Pastor Scheme commenced in February 2009 with volunteers from local churches engaging with people particularly late at night to offer help, support, and advice.

Crime levels

10.7 The number of incidents increased by 7% year-on-year. The statistics are reviewed over time rather then against other areas because all areas have their own unique characteristics.

Figure 10.1: Reports of rowdy and inconsiderate behavior 2009/10 and 2010/11



Source: Hampshire Constabulary (2011)

11. ENVIRONMENTAL QUALITY

Headline: Street cleaning and other cleansing is undertaken on a daily basis to maintain a clean and tidy town centre

11.1 Assessing environmental quality provides an indication of the level of attractiveness, comfort, and enjoyment in the town centre.

Air quality

11.2 There is an 'Air Quality Management Area' (AQMA) that covers part of the town centre (Leigh Road, Romsey Road, Southampton Road and Wide Lane), and it was designated in 2005 because of high levels of the pollutant nitrogen dioxide.

11.3 A definition of AQMA is included in the glossary. Further information about the AQMA can be found on the Council's website: http://www.eastleigh.gov.uk/waste-recycling-environment/environmental--health/pollution/air/air-quality/air-quality-management-areas.aspx.

Street cleansing

11.4 The street cleaning specification for the town centre area of Eastleigh is as follows:

Daily (Seven Days a Week)

- Litter picking whole area, including emptying of all bins which includes the multi-storey car park and Leigh Road recreation ground.

Daily (Monday - Friday)

- Sweeping using applied sweeper and manual sweeping.
- Bus Station Toilets are staffed Monday to Saturday, and are cleaned & opened daily (seven days a week).

12. TOWN CENTRE MANAGEMENT

Headline: Town centre management remains a priority of Eastleigh Borough Council working with the Town Centre Partnership, local businesses and other town centre stakeholders.

12.1 During the period covered by this health check the town centre management role was centred on one post which undertook a range of duties including;

- the co-ordination of town centre events,
- liaison with traders and businesses,
- town centre promotion and marketing,
- providing views on planning issues,
- CCTV monitoring,
- town centre maintenance and repair
- preparing reports on town centre performance and trends; and
- supporting and servicing the Town Centre Partnership meetings and actions.

As a result of efficiency savings it has been necessary to re-assign these duties a number of staff within the Council.

Town Centre Partnership

12.2 There is an active Town Centre Partnership, consisting of 30 businesses, which has been established as an independent company. The Partnership is a membership organisation and in return for an annual fee, businesses receive identified benefits. Funds are re-invested in the town to attract more visitors. The Council is represented by staff and elected Members on the Partnership.

Town centre website

12.3 The Eastleigh Town Centre website http://www.eastleightc.co.uk/ has been running since March 1999 which provides information on the town centre for visitors, businesses, and potential investors. There were 12,000 unique visitors to the website in the 2010/11 period.

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APPENDICES

Appendix 1: Glossary

Air Quality Management Area	An area where pollutants are found to exceed European standards. It is the statutory duty of local authorities to monitor air quality to ensure levels of pollutants meet the standards set out in the Air Quality Regulations 2000.
Catchment Area	Sphere of influence defined by retail analysts, and is normally a breakdown of the catchment area into different zones.
Commercial Yield	Demonstrates the confidence of investors in the long-term viability of the town centre for retail, office, and other commercial developments, based on the capital value of the property in relation to the rental return. The higher the value then the greater the perceived risk.
Comparison Goods	Items not obtained frequently, e.g. clothing, household items, etc.
Convenience Goods	Essential everyday items, e.g. food, drinks, newspapers, etc.
Core Strategy	Sets out the long-term planning strategy for the Borough. It is part of the LDF, and has Development Plan Document Status.
Eastleigh Town Access Plan (ETAP)	Sets out how people can better access facilities within the town centre. It is being prepared by Hampshire County Council in partnership with Eastleigh Borough Council.
Edge of Centre	A location that is well connected to and within easy walking distance of the primary shopping centre.
Footfall	The measure of the number of people passing a given point, and is normally measured by automatic counter.
Gross Retail Floorspace	This is normally the total indoor floorspace and comprises of the total floor area used for sales purposes and related functions such as storage, food preparation areas and staff facilities. It excludes outdoor elements such as car parking, and service areas. In enclosed shopping malls, it excludes pedestrian circulation space shared with retail units. In multi-storeyed premises, the relevant floorspace of all storeys is included.
Local Development Framework	Portfolio of Local Development Documents consisting of the Annual Monitoring Report, Development Plan Documents, Local Development Scheme, Supplementary Planning Documents, Statement of Community Involvement. The LDF supersedes the Local Plan Review.
Local Transport Plan (LTP)	Hampshire County Council document which sets out the transport strategy for the period 2001 – 2011.
Out of Centre	A location which is not in or on the edge of a centre, but not necessarily outside of the urban area.
Planning Policy Statement (PPS)	Statements issued by the Government that set out the policy guidance on different aspects of planning.
Use Classes Order	Abbreviation of the 1987 Use Classes Order. Specifies groups of uses whose change constitutes development and therefore requires planning consent.
Viability	Measure of economic health and the ability of a town to attract investment and maintain its form. In terms of the health check, this can be monitored through the number of vacant units.
Viewpoint	A survey that is sent out to members of the Council's Citizens

	Panel. The Panel comprises of around 650 local residents. Each Panel lasts for about three years and in 2006 the fourth Citizen's Panel (of around 500 residents) was created. The survey questions are generated from units within the Council, and occasionally by partner agencies e.g. The Police, local colleges etc.
Vitality	Degree to which a town is busy, lively, visited and represented by a range of activities. Diversity of uses, environmental quality and footfall can measure vitality.
Zone A Retail	Prime retail space generally located within the front 25% of a retail unit.

Appendix 2: Use Class Order

TCPA USE CLASSES ORDER 2006	USE / DESCRIPTION OF DEVELOPMENT	PERMITTED DEVELOPMENT
A1: Shops	Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners and funeral directors.	No permitted change
A2: Financial & Professional Services	Banks, building societies, estate and employment agencies, professional and financial services and betting offices.	A1 (where there is a ground floor display window)
A3: Restaurants & Cafés	For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.	A1 or A2
A4: Drinking Establishments	Public houses, wine bars or other drinking establishments (but not a night clubs).	A1, A2 or A3
A5: Hot Food Take-away	For the sale of hot food for consumption off the premises.	A1, A2 or A3
B1: Business	(a) Offices, other than a use within Class A2 (Financial Services). (b) Research & Development of products or processes. (c) Light industry.	B8 (where no more than 235m²)
B2: General Industrial	General Industry: use for the carrying out of an industrial process other than one falling in class B1.	B1 or B8 (B8 limited to 235m²)
B8: Storage & Distribution	This class includes open air storage.	B1 (where no more than 235m²)
C1: Hotels	Hotels, boarding and guest houses where no significant element of care is provided.	No permitted change
C2: Residential Institutions	Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres.	No permitted change
C2A: Secure Residential Institution	Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding	No permitted change

TCPA USE CLASSES ORDER 2006	USE / DESCRIPTION OF DEVELOPMENT	PERMITTED DEVELOPMENT
	centre, secure hospital, secure local authority accommodation or use as a military barracks.	
C3: Dwelling Houses	Family houses, or houses occupied by up to six residents living together as a single household, including a household where care is provided for residents.	No permitted change
D1: Non-residential Institutions	Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries, museums, libraries, halls, places of worship, church halls, law court. Non residential education and training centres.	No permitted change
D2: Assembly & Leisure	Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or sports arenas (except for motor sports, or where firearms are used).	No permitted change
Sui Generis: Use classes that do not fall within the four main use classes are classified as sui generis.	Theatres, houses in multiple paying occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses, amusement centres.	No permitted change
	Casinos – following declassification, planning permission is needed for any premises, including D2 premises, to undergo a material change of use to a casino.	D2

Appendix 3: PPS4 indicators for town centre health checks

INDICATOR	DESCRIPTION
A1	Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices; shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.
A2	The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations.
A3	The potential capacity for growth or change of centres in the network: opportunities for centres to expand or consolidate, typically measured in the amount of land available for new or more intensive forms of town centre development.
A4	Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.
A5	Shopping rents: pattern of movement in Zone A rents within primary shopping areas (i.e. the rental value for the first 6 metres depth of floorspace in retail units from the shop window).
A6	Proportion of vacant street level property and the length of time properties have been vacant: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.
A7	Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental): demonstrates the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments. This indicator should be used with care.
A8	Land values and the length of time key sites have remained undeveloped: data on changes in land value and how long key town centre and edge of centre sites have remained undeveloped provide important indicators for how flexible policies should be framed and can help inform planning decisions.
A9	Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the centre at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.
A10	Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.
A11	Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.

INDICATOR	DESCRIPTION
A12	Perception of safety and occurrence of crime: should include views and information on safety and security, including from the threat of terrorism, and where appropriate, information for monitoring the evening and night-time economy.
A13	State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).