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Eastleigh Town Centre UKSPF intervention “Together we make Eastleigh”

Summary

The Department for Levelling Up, Housing and Communities (DLUHC) UK Shared Prosperity Fund (UKSPF) presents the opportunity for Eastleigh Borough Council (EBC) to commission an experienced organisation, agency or collective to collaborate with key stakeholders (Eastleigh Town Council (ETC), Eastleigh BID (BID), and Hampshire County Council (HCC)) on a place-making project aiming to increase footfall and shape future thinking about Eastleigh town centre over the next two years.

Taking the community on this journey is extremely important to us; we want to engage with existing and potential visitors to develop our collective understanding of the town, support town centre businesses, develop and trial new approaches, and create a case for change - positioning Eastleigh town centre to attract future funding.

Eastleigh Borough Council welcomes bids from multi-discipline teams with experience in; community engagement, placemaking, place marketing, town centre regeneration, public realm improvements and designing and delivering highway works.

Project aims:

- Build on our knowledge and understanding of Eastleigh town centre and establish an evidence base to guide and inform decision making in the town; enabling EBC, the BID and HCC to make a case for change and attract new funding to support future initiatives.
- Empower and support Eastleigh BID, and its members, to identify partnership opportunities and access new markets to broaden their appeal and grow their business offer.
- Develop a value proposition that understands existing and potential visitors and their expectations, and clearly demonstrates how Eastleigh fits within the wider sub-regional offer.
- Support local businesses to elevate and raise the profile of activities happening within the town, so they support their business practices, take full advantage of public realm opportunities, and broaden the attractiveness of the town.



Workstreams

To achieve these aims we have identified four priority workstreams, which should be delivered over the next two years. Broad phases for the workstreams are:

Workstream	2024/2025				2025/2026			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Understanding Eastleigh Town								
Empowering businesses and other partners								
Changing perceptions and developing a Town Centre value proposition								
Trialling a new approach								

1. Understanding Eastleigh Town

This workstream is funded through the UKSPF and should be delivered by the end of March 2025 (subject to DLUHC decision).

The Eastleigh Town Centre boundary is defined within the adopted Local Plan (see appendix 2) however we recognise that the catchment area is far wider and does not necessarily reflect administrative boundaries of the Ward, Town Council or Eastleigh BID.

We want to improve our understanding of the catchment of Eastleigh town centre and the demography of those within it, including traits and consumer habits of existing and potential visitors.

We are keen to explore; perceptions of the town, potential drivers of change and regeneration (including housing in town centres, pedestrianisation, highway infrastructure, events etc), and the use of the public realm to enhance the town centre offer (for example creating a Café culture, Evening Economy, and events calendar with wide appeal).

We would like the consultant to use meaningful large scale community engagement exercises, that bring people together and facilitate conversation about the town in creative ways. We would like to create an evidence base that consolidates information held by key stakeholders, and captures and presents the primary research gathered from the local communities and the wider catchment so it can be used in the following ways:



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- Inform and strengthen local Policy and strategies,
- Inform project delivery,
- Inform a value proposition,
- Support business planning and decision making in the medium and longer term, by local businesses and key stakeholders. Including securing HCC support for physical changes to the public realm.
- Provide an evidence base for change, with proposals for the short, medium, and longer term, that position us to attract external funding.

2. Empowering businesses and other partners

This workstream is funded through the UKSPF and should be delivered by the end of March 2025 (subject to DLUHC decision).

The town centre faces a range of challenges such as a lack of unified ownership and investment in the building stock and the presence of alternative local retail centres such as Southampton, Hedge End, Winchester, and Romsey. We are looking to support Eastleigh BID and local businesses to thrive, despite these challenges, and cultivate a stronger, more resilient business community, that can promote, and grow the town centre offer more effectively.

Using the evidence base, we would like the consultant to work with Eastleigh BID Board to develop a programme of business support for its members, enabling them to make best use of the market intelligence gathered to improve and grow their business offer. (For example, by targeting their communications more effectively, exploiting new market opportunities, and developing more effective partnerships within the existing and wider business communities).

We would also like the consultant to support local businesses to elevate and raise the profile of activities happening within the town, so they support their business practices, take full advantage of public realm opportunities, and broaden the attractiveness of the town. This element of work links with workstream 4 - trialling a new approach, and £10,000 grant funding has been set aside to support this process.

3. Changing perceptions and developing a Town Centre value proposition

This workstream is funded through the UKSPF and should be delivered by the end of March 2025 (subject to DLUHC decision). Additional EBC funding may be made available to include the development of a Place Marketing Strategy.



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By creating and promoting a cohesive and unified identity for the town, with clear and consistent messaging, adopted by key stakeholders, we hope to; change perceptions, attract a wider audience, and expand the town's offer by maximising opportunities to attract private investment.

As part of the community engagement, we will be looking for the consultant to identify the positive attributes and unique selling points of the town and the negative perceptions based on historic issues, which we understand discourage visitors. Using this information, we want the consultant to create a compelling value proposition that appeals to existing and potential visitors to the town. We will be looking for them to develop a story that conveys these values and attributes. Along with supporting messages using case studies, testimonials, and data collected through community engagement.

Following on from this we will be looking for the consultant to develop a brand visual identity for the town with creative assets that can be used by EBC and Eastleigh BID.

Separately to this tender;

- An artist in residence is being commissioned to collaborate with Eastleigh BID, and work with the BID Rangers, to explore how visitors perceive Eastleigh town centre and produce creative content that increases a sense of pride and ownership in our community. It is anticipated that the artist will collaborate with the Lead consultant. [Eastleigh town centre Artist residency](#)
- There are aspirations to develop the value proposition and brand visual identity for the town, into a full Place Marketing Strategy. This is currently dependant on securing further funding.

4. Trialling a new approach

This workstream is funded through S106 contributions / EBC funding.

Using evidence gathered through the wider engagement we want the consultant, to propose and trial new approaches for the town to drive footfall.

There are aspirations to restrict access for motor vehicles to Market Street and High Street to demonstrate to our communities the opportunities presented by creating space for people. This would require the evidence gathered to demonstrate there is enough support to trial this approach.

If there is support for change, we would want the consultant to develop and manage a road closure trial, working with key stakeholders to modify the design and function of the public realm to



complement and enhance both events, and day to day business. This would present opportunities to test assumptions and try using public space in different ways, such as expansion of outdoor dining, adding additional planting and event space. During the trial, we would want to capture information on the business impact of the closure, gather feedback and views that can further inform policy development and future thinking about the town.

If there isn't sufficient support for this type of change, we would want the consultant to work with key stakeholders to develop alternative proposals which aid regeneration and drive footfall.

Proposed Specification

There is significant overlap between the 4 workstreams. The table below sets out the activities that we anticipate are required through the different phases of the project.

Phase 1 - Planning and Preparation	1. Understanding Eastleigh Town	2. Empowering businesses and other partners	3. Changing perceptions and developing a value proposition	4. Trialling a new approach
We are looking for a consultant to:				
<ul style="list-style-type: none"> • Use a proven methodology to identify the catchment area of Eastleigh town centre, both existing and potential. 				
<ul style="list-style-type: none"> • Collate existing data on Eastleigh town centre catchment and analyse to understand the potential gaps in the town centre offer and existing marketing approach. 				
<ul style="list-style-type: none"> • Develop an Engagement Plan to inform internal and external stakeholders, businesses and residents which will be approved by the EBC comms team: <ul style="list-style-type: none"> ○ This should include both traditional and digital assets and content. ○ A schedule / timeline for all engagement and communication activities. ○ Attend regular comms meetings, these are expected to be monthly but more frequent at the beginning of the project. ○ Use EBC and levelling Up style and branded guidelines. 				



Phase 1 - Planning and Preparation	1. Understanding Eastleigh Town	2. Empowering businesses and other partners	3. Changing perceptions and developing a value proposition	4. Trialling a new approach
<p>We are looking for a consultant to:</p> <ul style="list-style-type: none"> ○ Produce formal and informal reports. 				
<ul style="list-style-type: none"> ● Host an engagement session with Eastleigh BID and local Cllrs to discuss the project, gather feedback and build understanding of aspirations for the town centre. 				
<ul style="list-style-type: none"> ● Carry out survey work within the town centre catchment, developing a survey in partnership with EBC and other key stakeholders which should: <ul style="list-style-type: none"> ○ Capture information on aspects of the 4 workstreams. ○ Be statistically representative of the Borough’s population and demographic and also invite views from those in potential catchment areas. ○ Capture information on people who visit the town centre and those who do not. ○ Use both qualitative and quantitative questions and use statements to gauge levels of support for change. ○ Include consultation on the proposed town centre trial, to restrict motor vehicle access and infrastructure to enable this. 				
<ul style="list-style-type: none"> ● Liaise with the Artist in Residence on their proposed creative activities to maximise potential of data capture across their work and surveying. 				
<ul style="list-style-type: none"> ● Prepare and present a report that will be public facing and used to support decision making for key stakeholders. The report should: <ul style="list-style-type: none"> ○ Use plain language and include case studies and infographics. ○ Set out existing data and the findings of the survey. 				



Phase 1 - Planning and Preparation	1. Understanding Eastleigh Town	2. Empowering businesses and other partners	3. Changing perceptions and developing a value proposition	4. Trialling a new approach
<p>We are looking for a consultant to:</p> <ul style="list-style-type: none"> ○ Set out the pros and cons of the town centre and identify what is missing/ what could be done differently to attract more people to the town centre. ○ Provide clear visitor profiles for both those who use the town and those who do not. 				
<ul style="list-style-type: none"> ● Present findings in a report to HCC, Eastleigh BID and the LAC for funding approval, that sets out baseline date and the community and business feedback on the proposed trial. 				
<ul style="list-style-type: none"> ● Review the HCC design for the town centre to ensure it is compliant with current design standards. 				

Phase 2 - Delivery	1. Understanding Eastleigh Town	2. Empowering businesses and other partners	3. Changing perceptions and developing a value proposition	4. Trialling a new approach
<p>Having gathered information on the town centres catchment and initiated engagement with local business, the following activities should be delivered using that information as an evidence base. We are looking for a consultant to:</p> <ul style="list-style-type: none"> ● Communicate with stakeholders on a regular basis using existing channels including: <ul style="list-style-type: none"> ○ Both public and key stakeholders. ○ Working with EBC Communications Team. 				
<ul style="list-style-type: none"> ● Provide training, support and advice to event organisers, businesses and Eastleigh BID: 				



<p>Phase 2 - Delivery</p> <p>Having gathered information on the town centres catchment and initiated engagement with local business, the following activities should be delivered using that information as an evidence base. We are looking for a consultant to:</p>	1. Understanding Eastleigh Town	2. Empowering businesses and other partners	3. Changing perceptions and developing a value proposition	4. Trialling a new approach
<ul style="list-style-type: none"> ○ On how to enhance their 2025 events to increase attendance and best utilise the available space and where this requires investment, agree approach and budget. ○ On how to advertise and market their events to people within the catchment area. ○ On how to align their messaging with the target audience and value proposition. ○ On how to maximise the reach of their communications. ○ To build a stronger business community, encouraging collaboration between businesses. ○ To build skills which can be used to support the delivery of the trial (i.e. NRSWA training). 				
<ul style="list-style-type: none"> ● Work with Eastleigh BID to spend £10k grant funding to deliver town centre enhancements– preferably in a way that will benefit the town in future. This could be through the provision of temporary street furniture, including barriers, planting, seating, lighting, power supply, public art installations (permanent or temporary) etc. <ul style="list-style-type: none"> ○ The consultant will be responsible for securing necessary licences and the maintenance of equipment including installation, cleaning and storage/removal. 				
<ul style="list-style-type: none"> ● Develop a value proposition for Eastleigh town centre that positions Eastleigh as a destination within the wider sub region. <ul style="list-style-type: none"> ○ Based on evidence gathered, provide an appealing value proposition and value proposition statement including the benefits, the offer, who 				



Phase 2 - Delivery Having gathered information on the town centres catchment and initiated engagement with local business, the following activities should be delivered using that information as an evidence base. We are looking for a consultant to:	1. Understanding Eastleigh Town	2. Empowering businesses and other partners	3. Changing perceptions and developing a value proposition	4. Trialling a new approach
<ul style="list-style-type: none"> ○ it serves, and why, and a visual element (Eg a video, infographic, or image) that captures your message. ○ Capture supporting case studies, testimonials and data collated through the community engagement activities. ○ Present findings in a report and presentation to HCC, Eastleigh BID and the LAC that sets out supporting guidelines and work with business to apply this approach. 				
<ul style="list-style-type: none"> ● Develop a brand visual identity and example creative assets. <ul style="list-style-type: none"> ○ Extend the value proposition statement to develop a brand visual identity for Eastleigh town centre, with example creative assets - brand guidelines, including brand name, logo, colour palette, typography, tone of voice, mascots, design elements, and associated slogans or taglines, videos, and related content. ○ To be approved by EBC and Eastleigh BID 				
Delivery of the trial If sufficient support for a road closure through phase 1 of the project: <ul style="list-style-type: none"> ● Deliver the infrastructure needed for the trial of a temporary road closure: <ul style="list-style-type: none"> ○ This might be delivery of the HCC scheme or an attractive temporary barriers and signage, but without the appearance of roadworks. ○ Apply for a Temporary TRO from HCC and any other necessary permissions. ○ Manage the closure, providing and installing all necessary signage. ○ Manage any necessary licence applications. 				



<p>Phase 2 - Delivery</p> <p>Having gathered information on the town centres catchment and initiated engagement with local business, the following activities should be delivered using that information as an evidence base. We are looking for a consultant to:</p>	1. Understanding Eastleigh Town	2. Empowering businesses and other partners	3. Changing perceptions and developing a value proposition	4. Trialling a new approach
<ul style="list-style-type: none"> • Measure the impact of the trial whilst it is in place: <ul style="list-style-type: none"> ○ Collate customer feedback, media coverage. ○ Identify any operational issues experienced by businesses. ○ Using an appropriate methodology, developed in partnership with EBC and other key stakeholders. ○ Evaluating all aspects of the trial, such as visitor experience, travel behaviours and place making ○ Surveys should be statistically representative of the Borough’s population and demographic and also invite views from those in potential catchment areas. ○ Capture information on people who visit the town centre and those who do not. ○ Use both qualitative and quantitative questions and use statements to gauge levels of support for change. 				
<ul style="list-style-type: none"> • If there is insufficient support for a road closure through phase 1 of the project: <ul style="list-style-type: none"> ○ Create proposals for activity within the town centre that can be delivered without a long-term road closure. This may include additional events, new street furniture or public realm improvements. 				



Phase 3 - Analysis	1. Understanding Eastleigh Town	2. Empowering businesses and other partners	3. Changing perceptions and developing a value proposition	4. Trialling a new approach
<p>Drawing on the experience of the trial and the information that has been gathered during the project we are looking for a consultant to work with us to:</p> <ul style="list-style-type: none"> • Carry out community engagement and co-design activities that provide people with the opportunity to tell us about their experience of the trial, what changes they would like to see in future and their priorities: <ul style="list-style-type: none"> ○ Using an appropriate methodology, developed in partnership with EBC and other key stakeholders. ○ Evaluating all aspects of the trial, such as visitor experience, travel behaviours and place making ○ Surveys should be statistically representative of the Borough’s population and demographic and invite views from those in potential catchment areas. ○ Capture information on people who visit the town centre and those who do not. ○ Use both qualitative and quantitative questions and use statements to gauge levels of support for change. 				
<ul style="list-style-type: none"> • Develop a place marketing strategy and 3-year action plan for Eastleigh town centre (Full brief to follow when funding is secured): <ul style="list-style-type: none"> ○ Develop a Place Marketing Strategy aiming to boost visitor numbers from our target audience, support business growth, overall area development and cultural uplift in Eastleigh town centre based on the evidence collated throughout this project. ○ The strategy and action plan should: <ul style="list-style-type: none"> ▪ Compliment Councillor’s regeneration aspirations and take account of new activations and uses of the town centre (e.g. any public realm changes, minor infrastructure changes and adoption of new approaches for the town centre). ▪ Attract suitable businesses and retailers to the town that align with our value proposition. 				



Phase 3 - Analysis	1. Understanding Eastleigh Town	2. Empowering businesses and other partners	3. Changing perceptions and developing a value proposition	4. Trialling a new approach
<p>Drawing on the experience of the trial and the information that has been gathered during the project we are looking for a consultant to work with us to:</p> <ul style="list-style-type: none"> ▪ Provide supporting guidelines for key stakeholders to apply this approach ▪ Be approved by EBC and Eastleigh BID. 				
<ul style="list-style-type: none"> • Produce a summary report setting out: <ul style="list-style-type: none"> ○ A vision for the town which reflects our community / stakeholder feedback. ○ A summary of the community engagement carried out. ○ A number of options for future activity or change, including physical works, for the town (short, medium and long term proposals). ○ Proposed character areas with principles for policy development. ○ Recommendations for future funding approach, including identifying potential funding streams and how to increase the likelihood of success for any funding bids. 				

Submission Documentation

We will be looking for the successful organisation to review the brief, develop their preferred approach, and sequencing of activities, to deliver on our project aims.

To demonstrate skills in delivering the above workstreams the consultant should set out in their submission:

- A project timetable, setting out clear project stages and the critical path.
- A quote, breaking down the proposed costs into clear stages and payment milestones.
- Details of key personnel and associated hourly rates.



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- Details of project management process and methodologies which would be applied.
- New supplier information – A Public Liability Insurance Certificate, Bank Statement (from the past 3 months), Company Registration No and VAT registration Number (if VAT registered).
- Details of how the catchment area of Eastleigh Town Centre would be defined.
- The methodology which would be used to carry out survey work and public consultation on the proposed trial within the catchment area.
- Examples of stakeholder and community engagement activities carried out and how participation of hard-to-reach groups was achieved.
- An example of a relevant customer survey and face to face engagement with a wide range of stakeholders with associated summary reports.
- An explanation of how the vision would be developed, who you would work with etc, the process you would follow.
- Details on the process of creating a value proposition and brand visual identity with creative assets along with case studies of previous work.
- A description of the training and support that could be offered to businesses and Eastleigh BID.
- A case study of a temporary or permanent highway scheme that has been delivered in the past 3 years.
- An example of project appraisal, monitoring and evaluation including case studies and options / summary reports.

A detailed project timeline will be agreed with the successful agency; however, we expect the project to commence work shortly after appointment.

Scoring and Shortlisting

Submissions will be scored against the quality submission framework that can be found in the tender documents.

Following this scoring we will shortlist 3 providers who will be asked to create a 20 min presentation on the proposed approach for the work that can be presented to key stakeholders at interview.



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Shortlisted providers will also be asked to provide relevant and recent references.

Funding

This project is majority funded through the Department for Levelling Up, Housing and Communities (DLUHC) UK Shared Prosperity Fund. Funding for this project is available in financial year 2024/25.

The UKSPF is part of a suite of funding that supports the UK Government's wider commitment to level up all parts of the UK, as set out in the Levelling Up White Paper. It takes the place of EU Structural funds post Brexit. The primary goal of the UKSPF is to build pride in place and increase life chances across the UK through the delivery of a wide range of interventions that reflect local need and opportunity.

The three investment priorities of the fund are:

- Community and Place,
- Supporting Local Business; and
- People and Skills.

The Council's preferred interventions are set out in the Investment Plan – 'Growing Spaces, Growing Networks, Growing Wellbeing', which was submitted to the UK Government in August 2022 and subsequently approved in December 2022. A summarised version of this Investment Plan can be found at <https://meetings.eastleigh.gov.uk/documents/s50035942/CIP%20App%201.pdf>

The UKPSF is predominately a revenue fund, however every effort has been made to build a legacy, be that through capacity building within our local communities, policy development or positioning specific elements to attract future funding.

Other aspects of the project, predominately capital works, will be funded through developers' contributions and EBC funds. Funding decisions for capital works are devolved to the Eastleigh Local Area Committee (ELAC).

Bids of over £175,000 will not be considered. Payment will be phased over the project period and linked to delivery milestones. The applicant should set out the project delivery timetable and associated payment milestones in the submission.



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The UKSPF funded workstreams should be delivered within the funding period, which concludes on the 31 March 2025. However, it is possible that the funding window could be extended, if this were to happen any changes to the project timetable would be agreed with the successful agency.

Tender timescales

Tender opens	15 May 2024
Online Q&A session	10 June 2024 10-11am
Tender Deadline	24 June 2024 Midnight
Shortlisting complete	3 July 2024
Interviews	8 July 2024 (time to be agreed)
Appointment of consultant	10 July 2024
Project start date	11 July 2024 (Subject to agreement)

A question-and-answer session has been scheduled for the 10 June to give applicants the opportunity to seek clarity from the project team about any aspect of the brief. This event will be recorded, and questions can be submitted in advance via the portal prior to the event or at the event itself.

It is presumed that interviews will be held in person at The Point, Eastleigh.

Project reporting

Successful applicants will be able to demonstrate the ability to deliver the following UKSPF outputs and outcomes on a quarterly basis:

- Creation or improvement of public realm (m2)
- Increase in footfall (% increase)
- Number of local events or activities supported (Number of events /activities)
- Number of people reached (Number of people)



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- Trees planted (number of)
- Improved engagement numbers (Number of people)

Evidence that these outputs have been achieved will be required for government monitoring and should be submitted no later than 2 weeks after the end of the quarter. All reports and monitoring data should be submitted on completion of project or by 30 April 2025, whichever is earliest.

Branding and Communications

EBC UKSPF branding should be used. These elements are detailed in the Brand Guidelines which will be made available to the winning applicant. All social media content should be designed in line with the EBC house style and in agreement with the Eastleigh Communications Team.

Supporting Information

Appendix 1 – Background and Policy context

Appendix 2 – Town Centre Boundary Map

Appendix 3 – Events programme for 2024

Appendix 4 – Hampshire Active Travel Fund Scheme Design

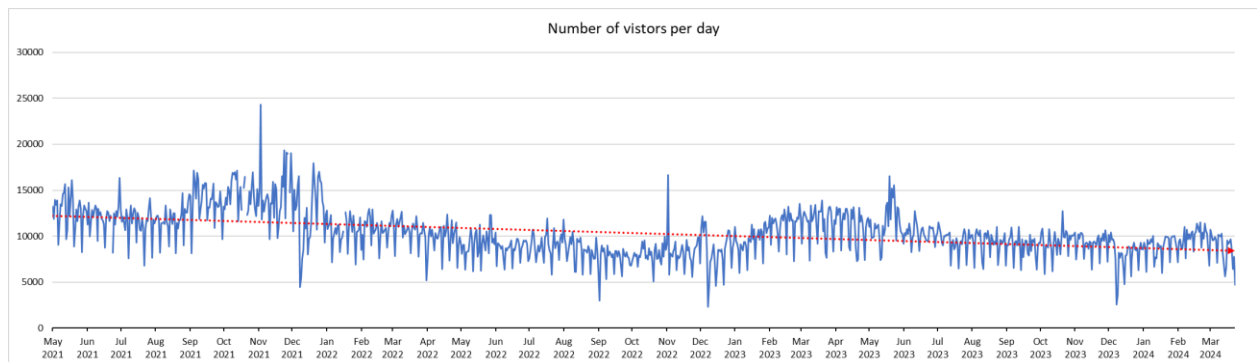
Appendix 5 – Key Dates



Appendix 1 – Background and Policy Context

Background

Eastleigh originated as a prosperous Victorian railway town. Over the years the retail landscape has changed (with the rise of the supermarket, the growth of out-of-town retail, the rise of online retail and periods of financial instability) which all present challenges for the town.



Footfall in the town centre has declined over recent years, this trend, shown in the table above, reflects the national picture and the rise in internet shopping and local deliveries.

In 2020, in response to the covid pandemic, EBC's Eastleigh Local Area Committee (ELAC) supported a closure of Market Street and High Street to provide additional space to pedestrians as the town centre reopened following the first lockdown. The closures remained in place for 12 months, and during that time both EBC and HCC gathered feedback from both businesses and residents on the arrangements. In November 2020 HCC were awarded Active Travel Funding from the Department for Transport.

In 2021 EBC worked in partnership with HCC on designs for improvements to the town which included the introduction of physical measures to replace the temporary signage used to maintain the road closures (see appendix 4). Following public consultation, which highlighted the desire for change within the town, HCC made a decision in July 2021 ([Active Travel Fund Tranche 2 Decision Day](#)) to hold back on implementing the scheme, this related to a number of reasons which included uncertainty on the Business Improvement Districts position following consultation with its members, the need for additional evidence to support decision making and consider of wider issues (for example: the business impact on the loss of 'passing trade', and the wider impact on traffic patterns). However, HCC also made a commitment to work with EBC to develop a town centre place making scheme.



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As we leave the pandemic behind us it is widely acknowledged that the 'High Street' is not solely about retail anymore, and we must find new ways to attract new visitors and make Eastleigh a vibrant place for people to spend time.

Planning Policy

The Eastleigh Borough Local Plan 2016-2036 (<https://www.eastleigh.gov.uk/localplan>) was adopted on 25 April 2022 and sets out the policies and plans to guide future development to 2036. It contains a specific policy on Eastleigh town centre (Policy E3, Eastleigh town centre) which sets out the Council's commitment to supporting the regeneration of the town centre through strengthening the retail sector, encouraging a range of other town centre uses and promoting well designed, high density mixed-use development.

Other Local Plan policies that impact on the town centre include Policy E4, Urban Renaissance Quarter, Policy E5, Public realm improvements and Policy DM22, Changes of use in retail.

In October 2021, EBC adopted new Regeneration Principles for Eastleigh town centre - [Together we make Eastleigh](#), which touch on the priority themes within our Corporate Plan 2023-2026 ([Eastleigh Corporate Plan 2023-2026](#)); Shaping places and Creating homes and communities. It is part of a wider regeneration aspirations for Eastleigh town centre, which aim to increase footfall and dwell time, making Eastleigh town centre to be a town that is;

- Principle 1 **A great place to live**
- Principle 2 **A great place to do business**
- Principle 3 **A green town**
- Principle 4 **Meeting the needs of its communities**
- Principle 5 **Well-connected and accessible**
- Principle 6 **A place you want to spend time**
- Principle 7 **A distinct town**
- Principle 8 **Strong leadership and effective partnerships**



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In recent years we have used the principles as a framework with which to open a dialogue about the town with key stakeholders and encourage the public to become involved in the development of guidance, policy and strategy.

Transport Policy

Hampshire County Council recently adopted Local Transport Plan 4 (<https://www.hants.gov.uk/transport/localtransportplan>), which proposes transformational changes which aim to:

- shift away from planning for vehicles, towards planning for people and places;
- meet national priorities to decarbonise the transport system;
- reduce reliance on private car travel;
- gives people a choice of high quality travel options;
- support sustainable economic development and regeneration; and
- promote active lifestyles.

This includes the adoption of the healthy streets approach, which is a holistic framework, based around ten Healthy Streets Indicators, for creating environments that feel welcoming, comfortable, and safe for walking and cycling, regardless of confidence, age and ability.

EBC are currently carrying out a healthy streets audit of Eastleigh town centre and this information will be made available to the successful applicant.

In addition to the Local Transport Plan, HCC are also currently working with EBC on the development of an Eastleigh Movement Strategy, the results of this project will feed into this process.

Other Relevant Policy work

Being developed in tandem with this project, policies that relate to the town centre are:

- The Local Plan Review presenting opportunities to develop specific policy for the town centre, including character areas.



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- Review of the Borough's Quality Places SPD, which will touch on densification in urban environments.
- Review of Eastleigh's Streetscape Manual, which presents opportunities to enable businesses to take ownership of areas outside their shops and develop their hospitality offer.
- Review of the Borough wide Car Parking Strategy.
- Review of the Council's Asset Management Strategy.



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Appendix 2 – Map



Eastleigh Town Centre Boundary - Policy E3

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Scale: 1:5000 | Date: March 24 | Drawn: PP

Eastleigh Borough Council
Eastleigh House, Upper Market Street,
Eastleigh, Hampshire SO50 9YN



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Appendix 3 - Events – 2024 programme

The following table sets out the existing programme of events for Eastleigh town centre, to give an idea of the kind of events currently on offer.

Event	No. of Days	Date/s	Day of Week	Location	Road Closure	Lead Org
D-day event	1	6 June	Thursday			Eastleigh Town Council
Eastleigh Unwrapped	1	8 June	Saturday			Eastleigh Borough Council
Summer social	14	8 June	Saturday	Leigh Road Rec		Eastleigh Borough Council
Feastleigh Eastleigh food festival (30+ food drink stalls, couple of bands, tables and chairs 15+ artisan/makers)	1	15 June	Saturday	High Street, Wells Place, Leigh Rd Precinct	Y	Dream Empire Events
Revelry on the Rec	1	6 July	Saturday	Leigh Road Rec		Dream Empire Events
Summer Social / The Points Party in the Park	2	19 & 20 July	Fri / Sat	Leigh Road Rec		The Point
Mela	1	21 July	Sunday			EBC/ Asian Welfare Community Association
Summer Social / The Points Party in the Park	2	26 & 27 July	Fri / Sat	Leigh Road Rec		The Point
Chili fest	1	27 July	Saturday			BID
Urban Beach	28	1-31 Aug	Mon - Sun			BID
Stephen's Fun Fair	14		Mon - Sun			Stephens Funfair /EBC
Summer Social / The Points Party in the Park	2	2 & 3 Aug	Fri / Sat	Leigh Road Rec		The Point
Summer Social / The Points Party in the Park	2	9 & 10 Aug	Fri / Sat	Leigh Road Rec		The Point

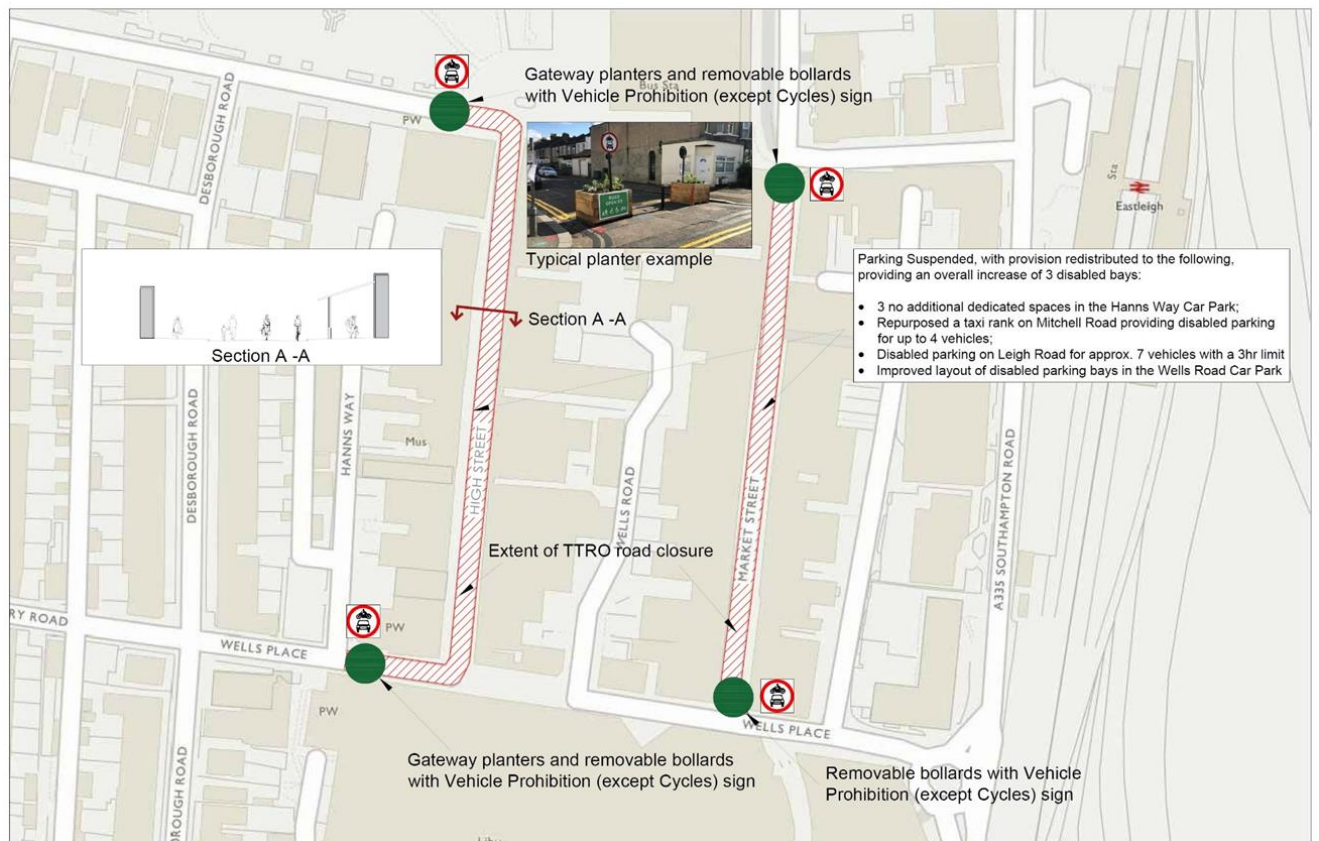


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Event	No. of Days	Date/s	Day of Week	Location	Road Closure	Lead Org
Summer Social / The Points Party in the Park	2	16 & 17 Aug	Fri / Sat	Leigh Road Rec		The Point
Summer Social / The Points Party in the Park	2	23 & 24 Aug	Fri / Sat	Leigh Road Rec		The Point
Summer Social / The Points Party in the Park	2	30 & 31 Aug	Fri / Sat	Leigh Road Rec		The Point
End of Summer event	1	31 Aug	Saturday			Dream Empire Events
Pride	1	14 Sep	Saturday		Y	Eastleigh Pride / EBC
Autumn fest	1	12 Oct	Saturday			Dream Empire Events
Remembrance	1	10 Nov	Sunday			EBC
Lights Switch (inc DEMC commercial market)	1	16 Oct	Saturday		Y	EBC /Dream Empire Events
Christmas market	1	7 Dec	Saturday			Dream Empire Events



Appendix 4 – HCC Active Travel Scheme Design





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Appendix 5 – Key Dates

The supplier is not required to attend all committee meetings listed below. These dates are provided for information, and to help with project planning.

However, when making presentations to committees or presenting options for approval, key decisions by EBC, ETC or the BID may be required, and should be taken to the appropriate meeting.

A General Election is likely to occur in late 2024, if announced the pre-election period may impact on some decision making or activity associated with this project. In this instance EBC will work with the supplier to adapt the project timetable as necessary.

Eastleigh Borough Council

Report Circulation and Publication Calendar - 2024 - 2025			
COMMITTEE	Date of Meeting	Last Circulation of draft reports	Agenda Despatch
COUNCIL MM/AGM	20-May-24	29-Apr-24	10-May-24
CABINET	23-May-24	2-May-24	15-May-24
ELAC	04-Jun-24	14-May-24	24-May-24
POLICY & PERFORMANCE SCRUTINY PANEL	06-Jun-24	16-May-24	29-May-24
AUDIT & RESOURCES	11-Jun-24	21-May-24	3-Jun-24
ACCOUNTING	21-Jun-24	31-May-24	13-Jun-24
ADMINISTRATION COMMITTEE	24-Jun-24	3-Jun-24	14-Jun-24
LICENSING COMMITTEE	26-Jun-24	4-Jun-24	18-Jun-24
POLICY & PERFORMANCE SCRUTINY PANEL	04-Jul-24	13-Jun-24	26-Jun-24
AUDIT & RESOURCES	09-Jul-24	18-Jun-24	1-Jul-24
CABINET	11-Jul-24	20-Jun-24	3-Jul-24



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COUNCIL	15-Jul-24	24-Jun-24	5-Jul-24
SUMMER BREAK			
ELAC	03-Sep-24	13-Aug-24	23-Aug-24
POLICY & PERFORMANCE SCRUTINY PANEL	19-Sep-24	29-Aug-24	11-Sep-24
AUDIT & RESOURCES	24-Sep-24	3-Sep-24	16-Sep-24
CABINET	26-Sep-24	5-Sep-24	18-Sep-24
ACCOUNTING	04-Oct-24	13-Sep-24	26-Sep-24
ADMINISTRATION COMMITTEE	07-Oct-24	16-Sep-24	27-Sep-24
POLICY & PERFORMANCE SCRUTINY PANEL	17-Oct-24	26-Sep-24	9-Oct-24
CABINET	24-Oct-24	3-Oct-24	16-Oct-24
LICENSING	30-Oct-24	09-Oct-24	22-Oct-24
ELAC	05-Nov-24	15-Oct-24	28-Oct-24
COUNCIL	18-Nov-24	28-Oct-24	8-Nov-24
POLICY & PERFORMANCE SCRUTINY PANEL	28-Nov-24	7-Nov-24	20-Nov-24
AUDIT & RESOURCES	03-Dec-24	12-Nov-24	25-Nov-24
CABINET	05-Dec-24	14-Nov-24	27-Nov-24
POLICY & PERFORMANCE SCRUTINY PANEL	09-Jan-25	19-Dec-24	31-Dec-24
AUDIT & RESOURCES	14-Jan-25	20-Dec-24	6-Jan-25
CABINET	16-Jan-25	20-Dec-24	8-Jan-25
ELAC	21-Jan-25	31-Dec-24	13-Jan-25
LICENSING	05-Feb-25	15-Jan-25	28-Jan-25
ACCOUNTING	07-Feb-25	17-Jan-25	30-Jan-25
ADMINISTRATION COMMITTEE	10-Feb-25	20-Jan-25	31-Jan-25
AUDIT & RESOURCES	11-Feb-25	21-Jan-25	3-Feb-25



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POLICY & PERFORMANCE SCRUTINY PANEL	13-Feb-25	23-Jan-25	5-Feb-25
CABINET	24-Feb-25	3-Feb-25	14-Feb-25
COUNCIL	27-Feb-25	6-Feb-25	19-Feb-25
ELAC	11-Mar-25	18-Feb-25	3-Mar-25
POLICY & PERFORMANCE SCRUTINY PANEL	13-Mar-25	20-Feb-25	5-Mar-25
AUDIT & RESOURCES	18-Mar-25	25-Feb-25	10-Mar-25
CABINET	20-Mar-25	27-Feb-25	12-Mar-25

Eastleigh Town Council

Report Circulation and Publication Calendar - 2024 - 2025

COMMITTEE	Date of Meeting	Last Circulation of draft reports
FULL COUNCIL (Annual Meeting of the Council)	22-May-24	15-May-24
FULL COUNCIL (Annual Town Meeting)	29-May-24	22-May-24
PLANNING AND HIGHWAYS	6-June-24	30-Jun-24
POLICY AND FINANCE	12-Jun-24	5-Jun-24
FULL COUNCIL	26-Jun-24	19-Jun-24
PLANNING AND HIGHWAYS	4-Jul-24	27-Jul-24
FULL COUNCIL	17-Jul-24	10-Jul-24
PLANNING AND HIGHWAYS	1-Aug-24	25-Jul-24
POLICY AND FINANCE	7-Aug-24	31-Jul-24
PLANNING AND HIGHWAYS	5-Sep-24	29-Aug-24
FULL COUNCIL	25-Sep-24	18-Sep-24
PLANNING AND HIGHWAYS	3-Oct-24	26-Sep-24
POLICY AND FINANCE	9-Oct-24	2-Sep-24
PLANNING AND HIGHWAYS	7-Nov-24	31-Oct-24



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FULL COUNCIL	13- Nov-24	6-Nov-24
PLANNING AND HIGHWAYS	5-Dec-24	28-Nov-24
POLICY AND FINANCE	18-Dec-24	11-Dec-24
PLANNING AND HIGHWAYS	2-Jan-25	26-Dec-24
FULL COUNCIL	22-Jan-25	15-Jan-25
PLANNING AND HIGHWAYS	6-Feb-25	30-Jan-25
POLICY AND FINANCE	13-Feb-25	6-Feb-25
PLANNING AND HIGHWAYS	6-Mar-25	27-Feb-25
FULL COUNCIL	13-Mar-25	6-Mar-25
PLANNING AND HIGHWAYS	3-Apr-25	27-Mar-25
POLICY AND FINANCE	9-Apr-25	2-Apr-25