

Gosport Borough Council

Gosport Waterfront

STAGE 2.5

Consultation Report

Final Report

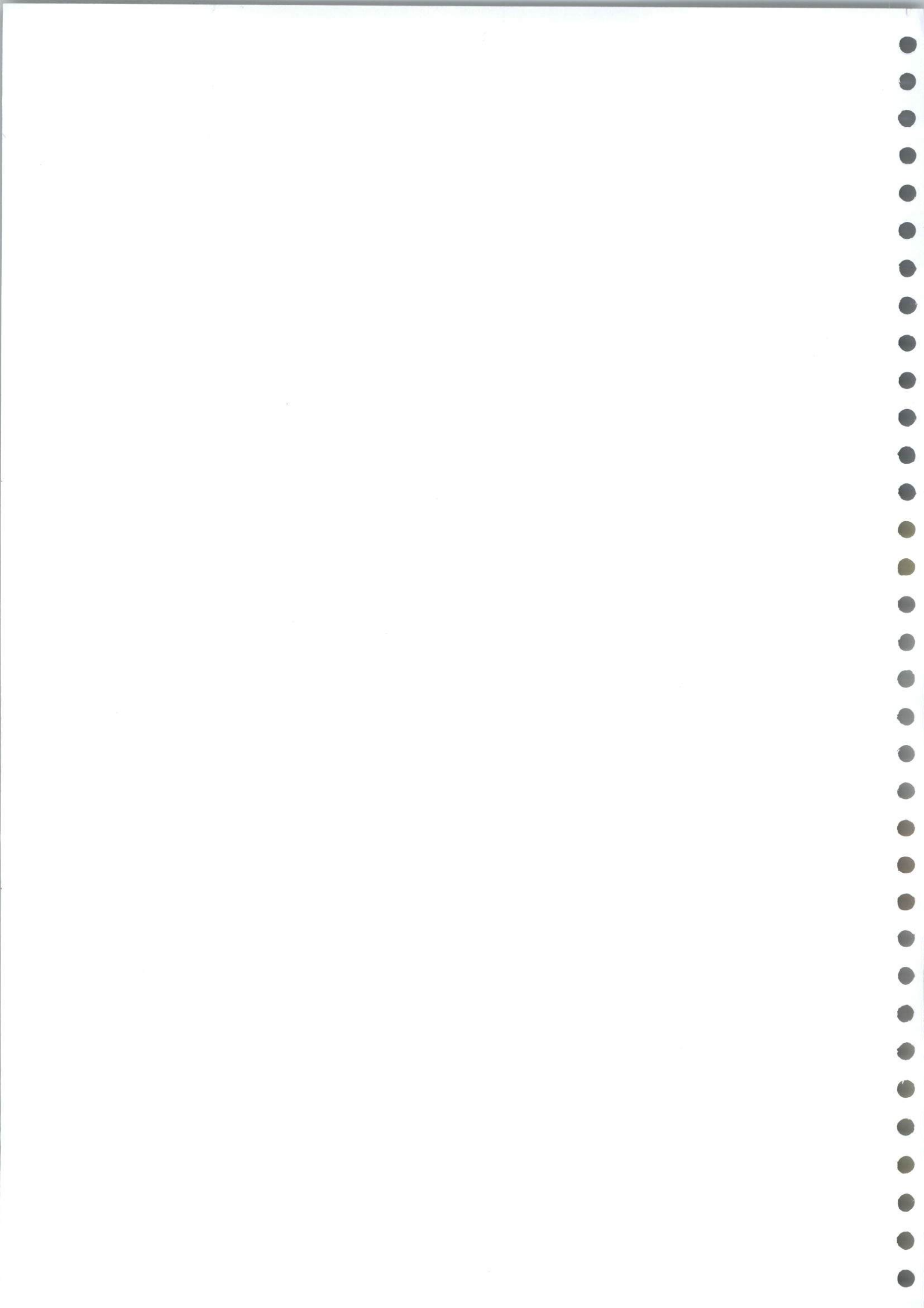


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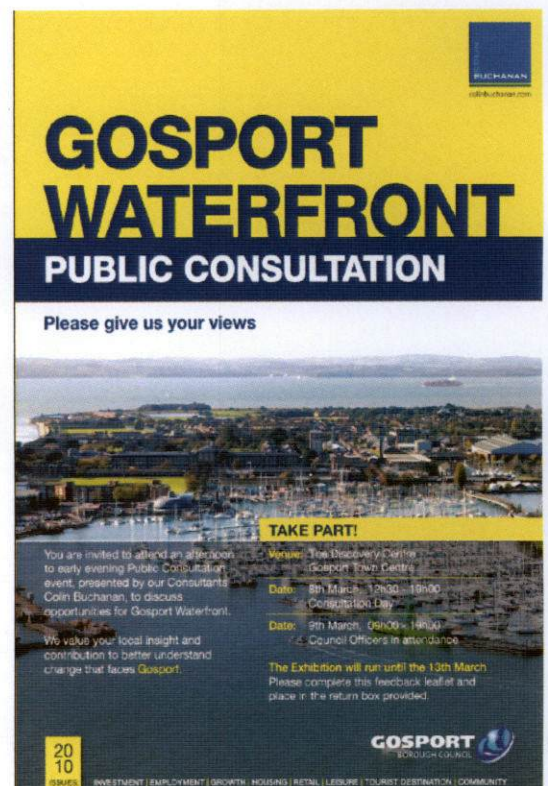
Gosport Borough Council

Gosport Waterfront

April 2010

Consultation Report

TRANSPORT
TRAFFIC
DEVELOPMENT
PLANNING
URBAN DESIGN
ECONOMICS
MARKET RESEARCH



GOSPORT WATERFRONT PUBLIC CONSULTATION

Please give us your views

TAKE PART!

You are invited to attend an afternoon to early evening Public Consultation event, presented by our Consultant Colin Buchanan, to discuss opportunities for Gosport Waterfront.

We value your local insight and contribution to better understand change that faces Gosport.

Where: The Recovery Centre, Gosport Train Centre

Date: 8th March, 12:30 - 18:00 Consultation Day

Date: 9th March, 09:00 - 14:00 Council Officers in attendance

The Exhibition will run until the 13th March. Please complete this feedback leaflet and place in the return box provided.

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GOSPORT BOROUGH COUNCIL

colinbuchanan.com



Gosport Waterfront

Consultation Report

Project No: 17285-01-0
30th April 2010

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1 Introduction

1.1 Scope

- 1.1.1 Colin Buchanan has undertaken a comprehensive programme of consultation with Gosport Borough Council, key stakeholder, the Gosport Business Forum and businesses within the study area, and, the general public of Gosport in order to better understand the local issues that face Gosport. This consultation was undertaken as part of the Stage Two Masterplan Design Development with the objective to develop a Masterplan for Gosport Waterfront.
- 1.1.2 It is recognised that change within local communities can cause concern and therefore the purpose of this extensive consultation process was to engage with the community to ensure that we listened to their issues and that they had the opportunity to inform the eventual outcome of the Masterplan. By undertaking workshops within large forums, and having one-on-one discussions, we were able to understand both the broader issues that face Gosport, and those specific concerns or issues that may effect individual businesses or individuals.
- 1.1.3 This report sets out the programme of consultation undertaken, the material prepared for the events (attached in reduced size in the Appendixes), the individual outcomes and our professional observations as conclusions and recommendations to the Client.
- 1.1.4 The consultation programme was designed to engage with different identified groups to discuss our observations arising out of the Stage One Baseline Report and attain their feedback. The consultation then went on to explore development opportunities with the various groups; the following consultations took place during March 2010:
- Workshop 1 with Gosport Borough Council officers and key identified stakeholders;
 - Workshop 2 with the Gosport Business Forum (who were kind enough to host the event at one of their monthly meetings);
 - Individual meetings with major landowners within the Study Area including discussions with business with leasehold interests (predominantly the larger employment businesses);
 - Meetings with the tourist industry and the Portsmouth Naval Base Property Trust, the outcome of which is tabled in the Outline Tourism and Heritage Strategy prepared by Colin Buchanan;
 - Staging the Public Exhibition in the Discovery Centre, staffed by the Consultants and GBC; and,
 - Various meetings with the Client group to discuss the issues facing Gosport.
- 1.1.5 In total, the Consultants meet with 65 officers, key stakeholders, landowners and businesses; the Public Exhibition received newspaper, television and radio coverage and was well attended; and, we received a 35% return of all Feedback Leaflets issued (the industrial standard is approximately 5-10%) which is a reflection of an involved community.
- ## 1.2 Executive Summary
- 1.2.1 In the Stage 1 Baseline Report it was identified that Gosport faced some very difficult socio-economic issues in the future and that it had to compete more actively in its own sub-regional catchment to secure employment, investment and capture a greater

proportion of its local spend. Critically, this Report noted that while there was broad support within the planning policy for growth and regeneration of the Borough, the Town Centre and Gosport Waterfront, it was questionable whether this identified growth was sufficient to address the socio-economic stagnation that GBC could faced.

- 1.2.2 At the onset of this appointment, the Client group noted the local sensitivity regarding a growth agenda for Gosport; that the local community wanted an inclusive strategy for the Gosport Waterfront Masterplan; and, that the water's edge and the views that this offered were a key asset for Gosport that needed to be capitalised on. These therefore became some of the key messages that needed to be verified or clarified by the Consultant through the consultation process. Critically, how open is the community of Gosport to change?.
- 1.2.3 The outcomes from this consultation process are very positive and give support to some of the key issues, identified in the Stage 1 Report, that will need to be addressed in order to create a step change for Gosport. In broad terms the outcomes are summaries below, listed in accordance with strongest to weakest response (refer to Table 3.1):
- **Growth and Change** – The key response identified that there is an over-whelming support (both from the Business Forum and the public) to support redevelopment; a consolidation of the Leaflet responses shows a 83% support. This is very positive and demonstrates the acceptance by the local community that change and growth are required to redress the fortunes of the Town Centre and Gosport Waterfront; a secondary corroborating response was the concern that in-action would continue to depress the current situation. We believe that this response gives Gosport Borough Council a strong mandate to effect change that best suits the long-term aspirations of the local community.
Theme Strength 1, 2, 3 & 12: 52.3%
 - **Transportation/Accessibility** –This remains a critical issue with many identifying the availability and integration of public transport as a significant problem. There was strong support to improve cycling and pedestrian environments to improve day-to-day access. The opportunity to enhance the patronage of the ferry service to Portsmouth Harbour, an essential linkage necessary to support regeneration and development was also high in the response.
Theme Strength 4, 8, 10 & 11: 21%
 - **Leisure/Tourism** – Many people identified that current leisure opportunities in the town are limited and therefore there is insufficient attraction for both locals and tourists to visit, enjoy and spend money in Gosport. It would be important to develop new attractions and uncover the heritage within the Waterfront site as part of a wider town strategy.
Theme Strength 6 & 9: 11.4%
 - **Retail / Business** – There is concern that regeneration does not lead to a loss of local employment or result in a negative impact upon existing businesses and retailers. This is a particular sensitivity which will require careful management to ensure that local businesses are retained in the town / wider Borough. It is also identified that the local skills base is retained and upgraded to support the marine sector.
Theme Strength 5: 8.1%
 - **Image** – Current perceptions of Gosport Town are negative, with 68% of respondents to the public exhibition identifying the town as poor or unsatisfactory. It would therefore be essential for Gosport to overcome these negative perceptions,

not only by physical change but also through positive marketing of the town as a destination.

- **Built environment / Public realm** - A stronger visual identity was a commonly reoccurring issue. It was felt that it would be essential to create a new visual presence through landmark development at the gateway sites, in particular the ferry terminal / bus station. Redevelopment of the Waterfront needs to make provision for greater pedestrian permeability and movement.

1.3 Executive Summary: Recommendations

1.3.1

In reviewing all the information that we have received, including some of the meetings we have undertaken with private businesses which are not reflected in this report due to confidentiality, we would like to recommend the following to the Client as outcomes to this consultation process.

- There is very strong support for growth and the Council may wish to review their current planning policy accordingly.
- There is a recognition that Gosport will need to improve its attractiveness as a local (retail and restaurant) destination and as a tourist destination, consequently the Council may want to take a stronger role in supporting “destination” activities including increasing the retail allocation within the Town Centre and Gosport Waterfront from that set within their current policy.
- The Council should continue to expand on its cycling routes and cycling facilities as this is well supported. This may address some of the concerns that remain regarding congestion restricting access into Gosport Waterfront.
- The Council should explore improving the pedestrian environment as walking “accessibility” is well supported.
- This consultation process has shown a very strong civic pride by the local community in their Town. The Council should continue to inform the public of initiatives been undertaken to promote change and continue to engage with the public on the outcomes emerging for the Gosport Waterfront Masterplan.
- We would like to suggest that the Client issue a press release to thank the public for their participation and provide feedback and key messages from the consultation process. This is critically important and necessary to keep the community engaged with the Waterfront Masterplan programme. It is positive PR for Gosport Borough Council and for the town, and will begin to send a positive message to the development and investment sector.
- Give consideration to the scope and timing of a marketing campaign, to support the regeneration of the Waterfront site, an overcome negative perceptions of the Town and accessibility to it.
- Continue to engage with the Gosport Business Forum to ensure their continued involvement and support. Local businesses need to be reassured that this is a new, growing market place with opportunities and that they will be supported through the regeneration process. They are important to the future diversity of Gosport and are the foundation for change.

2 Stakeholder Workshops

2.1 Workshop Agenda

2.1.1 Colin Buchanan facilitated two workshops held in the Council Chamber, at Gosport Borough Council on 8th February 2010. The objective of the workshops was to engage with key statutory stakeholders and the Gosport Business Forum to explore with them, the potential for change and development opportunities within the Gosport Waterfront site (A list of attendees can be found in **Appendix 1**).

2.1.2 Both Workshops followed the same agenda, namely:

Workshop 1: Gosport Borough Council & key statutory stakeholders.

Workshop 2: Gosport Business Forum.

1. Introduction to Project – Damien Wilson (GBC - Director of Planning and Economic Development Services) outlined the vision for change for Gosport Waterfront.
2. Introduction to Workshop – Peter Dijkhuis (CB - Associate Director) outlined the objectives for the workshops and the agenda.
3. Baseline Data Review – Peter Dijkhuis provided introduction to the following technical presentations which provided a context and key issues:
 - Planning - Hugh Roberts (CB – Director of Planning and Urban Design)
 - Transport and Movement – Francois Chate (CB)
 - Economics and Viability – Valerie Conway (BPS)
 - Environment and Heritage - Peter Dijkhuis
4. *Reality Check* (Round table discussions) – Attendees were given the opportunity to consider if the Consultants have the right contextual understanding of Gosport? Opportunity for attendees to identify risks and opportunities on A1 scale plans of the South Hampshire Sub-region and Gosport Town Centre - facilitated by Consultants.
5. Refreshment Break - During which feedback and impressions from *Reality Check* were assimilated by the Consultants. Brief summary feedback provided after the break.
6. *Hopes, Fears & Mad Ideas* - Attendees were given the opportunity to think big and identify design thoughts and ideas for Gosport with particular focus upon development in the Town Centre and Waterfront.
7. Question, answer and feedback on the ideas developed by each group.
8. Summary and next steps - Explanation of the ongoing consultation process and hopeful outcomes - Peter Dijkhuis and Damien Wilson.
9. Close.

2.1.3 The following provides a summary of the comments and ideas which were identified by each of the workshop groups. These are the outcome of round table discussions, which provided attendees with the opportunity to consider the Risks, Opportunities and Design Thoughts, in relation to regeneration of Gosport Waterfront, having consideration for both the sub-regional and site specific spatial scales. Attendees were provided with A1 scale colour plans, red (risks) and green (opportunities) coloured dots, in addition to space for written comment to facilitate the tasks.

- 2.1.4 A full schedule of comments can be found in **Appendix 2**. We have reviewed the comments and grouped them by common theme (where possible) and present them in accordance with the general frequency of discussion, highlighting key themes which have emerged.

2.2 Workshop 1 Key Observations

- 2.2.1 **Transportation:** It is considered that issues relating to transport connectivity, the availability of public transport and integration between modes, is one of the most significant issue which was discussed by attendees. Transport is identified as both a risk and opportunity with concerns relating to the cost of travel, the delivery of the Bus Rapid Transit system and the maintenance of a transport hub at the Waterfront, to facilitate the changing of modes. It is therefore considered that both the Council's wider response to transport issues and the site specific decisions which can be made to improve the public transport offer, remain of critical importance.
- 2.2.2 Related issues to the provision of public transport include the perception that Gosport has poor accessibility by road, with comments identifying that this must be changed. These comments can be combined with general perceptions of accessibility to the Town, which were identified by two groups as poor. Transport related ideas include the potential to upgrade the ferry service and introduce integrated ticketing between modes.
- 2.2.3 **Leisure / Tourism:** Issues relating to the leisure opportunities in Gosport were also prominent. Many groups commented that the current opportunities were limited, and suggested numerous ideas which could be given further consideration. These include the development of a new museum with either a heritage or marine related theme, as well as entertainment facilities and a theme park. Comments to improve the leisure offer were related to developing the harbour as a destination and the development / delivery of a major tourist event, which was likely to require some civic leadership.
- 2.2.4 **Development Risks:** There were a range of comments relating to development risks. These include particular concerns about site viability, remediation and other development costs. A smaller issue of risk of flooding and the need for mitigation and appropriate design solutions were raised.
- 2.2.5 **Built Environment / Public Realm:** There were a range of issues which, due to their nature, we have grouped together. These include the potential to develop a feature or land mark building, or visible gateway to provide Gosport with a stronger visual presence; making better use of public open space and preserving / enhancing the civic amenity of the Falklands Gardens; and, increasing pedestrian permeability between the Waterfront site and Town Centre, with two groups suggesting that traffic segregation measures should be considered to achieve this objective.
- 2.2.6 **Retail and Business:** Issues relating to the retail offer of Gosport Town were less prominent. One group identified concern about the potential to claw back the retail spend leakage to other areas. Two comments were submitted, relating to the potential to offer an enhanced range of retail, including marine-related shopping.
- 2.2.7 No comments were submitted by attendees to Workshop 1 relating to the retention and relocation of existing business at the Waterfront. However, the need for marine related skills to be retained and fostered within Gosport was identified by 2 groups.
- 2.2.8 **General Issues and Ideas:** There were more than 4 comments which related to the retention and operation of coastal features, including the heavy lift crane and oil servitude / pontoon. The feedback being that the crane should be retained as a feature in itself as well as supporting the operation of the marina industries, particularly deep water vessels. Comments about the oil servitude are less positive, identifying it as unsightly..

- 2.2.9 Wildlife and habitat issues were identified, with concerns relating to the loss of intertidal habitats and the potential to develop new habitats by extending the mudflats.
- 2.2.10 Concern about risks and constraints to development were discussed at length and noted accordingly.

2.3 Workshop 2 Key Observations

- 2.3.1 The majority of comments raised and noted by the attendees to Workshop 2 were along similar lines as Workshop 1, although due to the stronger business profile of this Workshop, some distinct differences were identified.
- 2.3.2 **Leisure / Tourism:** The most prominent issue discussed related to the leisure / tourism offer, and the need to enhance Gosport's offer. This contrasts with Workshop 1 where the prominent issue was transport (i.e. "Congestion"). Suggestions were made on how to improve the leisure opportunity, including the development of museums, themed attractions, the permanent mooring of a decommissioned naval ship, maritime themed attractions and water related activities, and improvement to the night-time economy including enhancement to the restaurant offer.
- 2.3.3 Discussion include the potential to develop a high-end hotel as well as the development of high profile events and festivals. The latter were considered to be a means of attracting tourists and giving exposure to yachting, music, arts or historical culture. It was felt that such an initiative or series of initiatives could be promoted through partnerships between Gosport Borough Council and interested groups in the community.
- 2.3.4 **Transport:** Transport connectivity remained a high priority issue with most attendees identifying road access constraints, however, opinion was split on whether the constraints (particularly relating to the A32) were a genuine constraint or just a perception. It is highly probable that the perception was worse than the reality. Transport related opportunities focussed around enhancing the connectivity of the ferry and the benefits of an intermodal interchange. Other comments related to extending the operating hours of public transport and the consideration of a water taxi service.
- 2.3.5 **Image:** Comments relating to the negative image of Gosport and the need to redefine the Towns identity, were of comparable prevalence to transport related comments. Several suggestions were noted, including the potential to develop the image of the Town around the built heritage and remaining forts etc, as well as around the maritime themes of sailing and yachting.
- 2.3.6 **Retail and Business:** Current and future retail opportunity appears to be divisive issue amongst the business community. At least 5 comments were noted, relating to the threat of regeneration upon the business community, including potential negative impacts upon the existing High Street offer (perceived to be vulnerable by small retailers). Concerns related to the loss of existing business from the Waterfront and the need to retain them in the Town / Borough so that jobs and skills are not lost elsewhere.
- 2.3.7 There appeared to be a more limited support for an enhanced retail offer amongst attendees, as it may be perceived that new retailers would compete for the trade. The potential of a complimentary and niche retail offer was identified by half of the workshop groups. It is likely that the business community, especially the existing retailers will need close engagement and support, to ensure that they do not feel alienated as a result of the regeneration process.
- 2.3.8 The development of marine related business was an issue of moderate prevalence, with the potential to increase the capacity of berthing facilities suggested by several workshop

groups. These ideas relate to the potential to promote Gosport as a sailing and yachting destination, capitalising on the spending capacity of these groups.

2.3.9 **General Issues and Ideas:** Comments which were fewer in number, relate to matters such as the need create a statement building or feature on the Waterfront site; improve the use and quality of public spaces; and, improve the Falkland Gardens (include the idea of an amphitheatre for music events and fairs). Issues such as pedestrian permeability were identified infrequently, these issues are considered to be more prominent for attendees at the first workshop.

2.3.10 There were a limited number of comments in relation to site specific constraints, such as flood risk, habitat mitigation and site remediation issues. It is understandable that these issues were less prevalent in the second workshop, as these tend to be the interest of the statutory stakeholders / technical professions. In contrast to Workshop 1, attendees at Workshops 2 focused less on the barriers, risks and constraints to regeneration and more on growth and developing creative ideas for the Town and Waterfront. For the business community, the potential to enhance and protect the Town's assets appears to be a key driver.

2.4 Workshop Leaflet

2.4.1 All workshop attendees were given a leaflet of similar format to the Waterfront scale plan was used during the workshop sessions. This provided further opportunity for attendees to submit personal comments to the Consultants after the workshop sessions. A copy of the leaflet is include as **Appendix 3**. A response box was placed at the Council reception for a week following the workshop events to collect responses, a summary of the responses can be found below.

2.5 Summary of Responses from the Workshop Leaflet

2.5.1 Very few workshop leaflet responses were returned, in part we believe because the involvement by attendees at the Workshops were so comprehensive and animated. The responses reflect those generated in the two workshops, namely, that perceptions of the town is poor, and that there is a positive appetite for redevelopment and change amongst the local community. Comments supported the ambition for Gosport to offer enhanced retail and leisure opportunities, and to compete as an attractive destination as part of Portsmouth Harbour offer.

2.5.2 Ten completed leaflets were received; the following is a summary of responses. Questions A, B, C have not been analysed, due to the low response rate it is not considered that the data is of sufficient scale to draw conclusion.

2.5.3 Question D – How would you rate the Town?: 80% Poor; 20% Unsatisfactory.

2.5.4 Question E – To what extent do you generally support redevelopment of Gosport Waterfront?: 80% Strongly Support; 20% Support.

2.5.5 Question F – To what extent would you support an improved leisure and tourism destination in Gosport Waterfront?: 60% Strongly Support; 40% Support.

2.5.6 Question G - If Gosport Waterfront contributed to significant improvements to Gosport, would you change where you shop?: 60% Definitely change; 40% Possibly change.

3 Public Exhibition

3.1 The Exhibition

- 3.1.1 A public exhibition presenting issues developed from the Stage 1 Baseline Report and stakeholder workshops, as well as initial options for the redevelopment of Gosport Waterfront, was held in the Discovery Centre, Gosport, from Monday 8th – 12th March. The event was advertised in the local media and on the Gosport Borough Council website. The exhibition was presented as a series of colour consultation boards which sought to set the context of the project, and explain the constraints, impressions and ideas. A copy of the exhibition boards can be found in **Appendix 4**. The Consultant's design team and Gosport Borough Council staffed the exhibition to meet with members of the public and listen to their comments, suggestions and ideas; furthermore the process so far and observations noted by the Consultants were discussed.

Figure 3.1: Public Exhibition Stand at the Discovery Centre



- 3.1.2 Feedback leaflets were provided as part of the exhibition for members of the public to complete, allowing them opportunity to contribute their views and ideas, a copy can be found in **Appendix 5**. The leaflet sets-out two groups of questions. The first asks for unstructured responses / public views relating to the following broad questions: *Your Views: Identified Risks, Opportunities and Design Thoughts*.
- 3.1.3 The second part of the leaflet requires response to a range of structured questions. These have sought to gauge public opinion on the issue of redevelopment and the extent to which the public would support change and redevelopment.
- 3.1.4 230 leaflets were received in addition to some extended comments in letter form which represents a return of 35% which is exceptionally high. Furthermore, we note that the quality of the comments made, both in the clarity of suggestions and level of detail, was quite remarkable to the extent that these have been forwarded to the Client for further internal review.

3.2 Summary of the unstructured questions

3.2.1 An overwhelming and very detailed response was received to the first section seeking 'Your Views'. In order to understand the implications of these personal observations in terms of how they relate to the potential development of the Gosport Waterfront, the responses have been grouped by the Consultants into common themes and are presented in Table 3.1 below. Themes have been ranked in order of the proportion of "support" responses received. A theme strength percentage is also provided to reflect public significance of the issue as a percentage of all responses.

Table 3.1: Analysis of responses to exhibition feedback leaflet (part 1)

Theme	Issue	Number of Responses	Theme Strength
1	Regarding the issue of redevelopment; increased retail and leisure (restaurants, cafes, outdoor space); a hotel offer; a stronger commercial offer to attract tourists and the local community alike.	SUPPORT 72/ OPPOSE 16	19.3%
2	Regarding the specific issue of the redevelopment of the Bus Station site; improve the bus to ferry transport service on this site; create a gateway into Gosport.	SUPPORT 63/ OPPOSE 7 (Concern at loss of bus service)	15.4%
3	Regarding improvement(s) to the Town Centre specifically; improved economic attractor (retail and restaurants); improve attractiveness of the High Street.	SUPPORT 53/ OPPOSE (issue not raised)	11.6%
4	Measures required to address congestion.	SUPPORT 42/ OPPOSED (issue not raised)	9.2%
5	Redevelopment should ensure employment creation; better quality jobs; enhance local job base.	SUPPORT 37/ OPPOSE (issue not raised)	8.1%
6	Development should reinforce the heritage of Gosport's buildings and townscape.	SUPPORT 30/ OPPOSE 1	6.8%
7	Continuing the Millennium Promenade; ensuring long-distant views across Portsmouth Harbour:	SUPPORT 29/ OPPOSED (issue not raised)	6.4%
8	Improve ferry service and facilities; additional water taxis to tourist destinations (e.g. Explosion Museum!)	SUPPORT 26/ OPPOSED (issue not raised)	5.7%
9	Retention of the Falklands Gardens as a public open space amenity; picnic lawns and trees.	SUPPORT 20/ OPPOSED 1	4.6%
10	Create traffic calming measures in the Town Centre; improve pedestrian access between the waterfront and the High Street; re-create Clarence Square as part of the Millennium Promenade.	SUPPORT 15/ OPPOSED 2	3.7%
11	Create / encourage movement options that reduce congestion; cycling routes; better cycling facilities at the ferry.	SUPPORT 11/ OPPOSED (issue not raised)	2.4%
12	Residential development generally. (Concerns raised here, relate specifically tower blocks and the perceived issue that more development will create more congestion on the A32).	SUPPORT 10/ OPPOSED 17	6.0%
13	Residential development targeted specifically at affordable housing provision.	SUPPORT 2/ OPPOSED 1	0.7%

Theme	Issue	Number of Responses	Theme Strength
14	Residential development targeted specifically at the upper end of the market i.e. "Yuppie Flats".	SUPPORT (issue not raised)/ OPPOSED 1.	0.2%

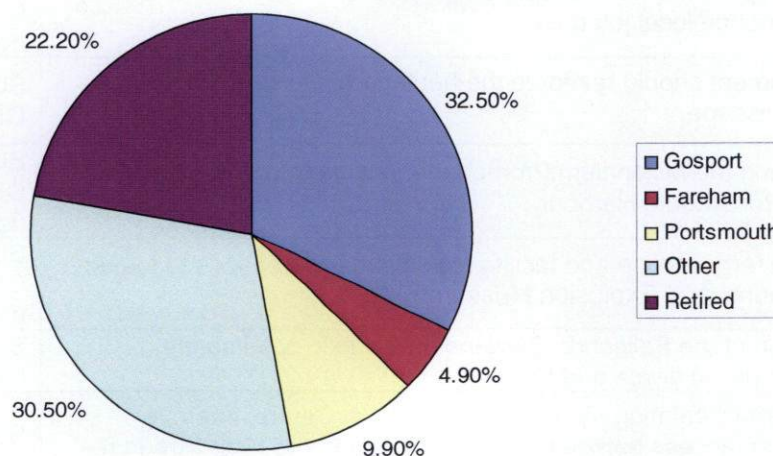
3.2.2 A review of the Theme Strengths shows that the first three themes, which all relate to the redevelopment and upgrading of the town, indicate strong support for development. Together they account for 46% of all responses received. Congestion with 9.2% and employment with 8.1% being the next most significant issues raised.

3.2.3 The above is a broad consolidation of the unstructured written comments received, from which it is considered that the public are highly supportive of development and recognise that a "No Change" option would not be accepted. Public concern regarding the actual nature and scale of development in most cases relates to a concern regarding increased congestion and the need to create meaningful employment opportunities within Gosport..

3.3 Summary of the structured questions

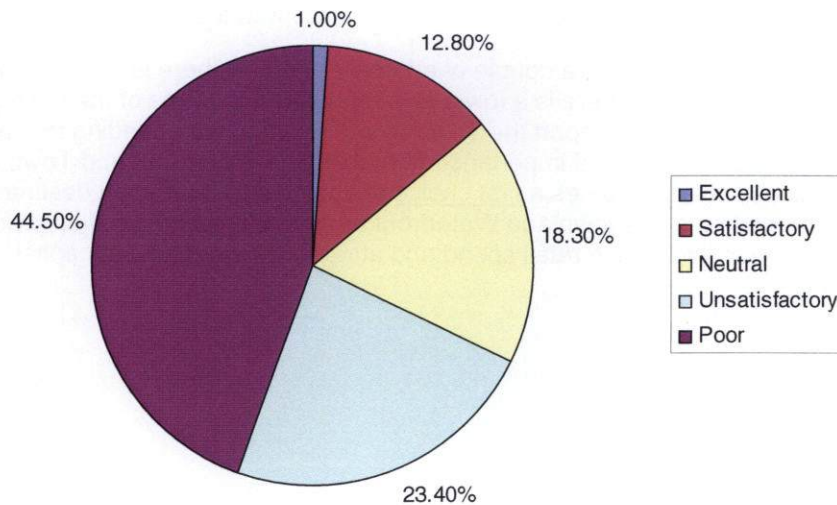
3.3.1 A tabulated summary of the structured questions as outlined in the second section of the feedback leaflet, is provided in **Appendix 6**. A summary of the key issues which can be drawn from the analysis, is as follows:

Figure 3.2: Responses to exhibition leaflet question B – Where do you work?



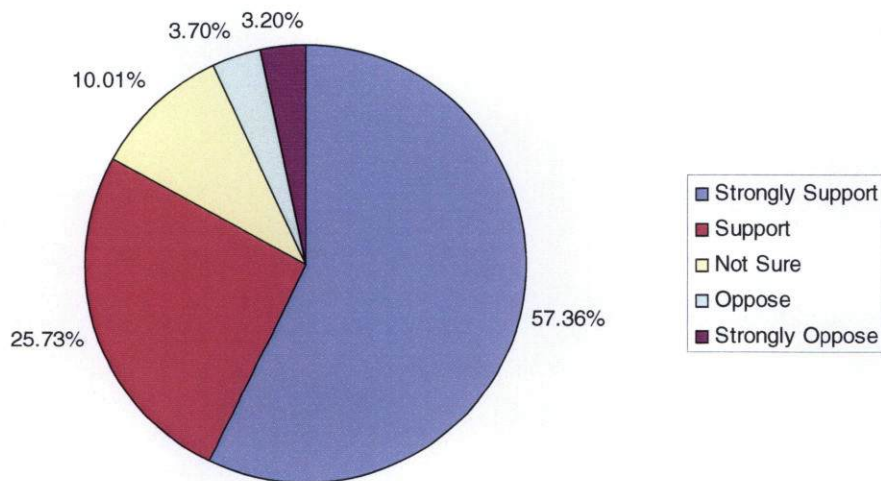
- The overwhelming majority of respondents live in Gosport.
- More people work outside Gosport than within the Borough with approximately 45% of respondents being out-commuters.
- The private car is the most popular means of transport. The ferry is used less frequently than walking and buses (Although we know that the GBC study, which had a far larger sample, showed a strong use of the ferry and buses).

Figure 3.3: Responses to exhibition leaflet question D – How would you rate the town centre?



- Approximately 68 % of respondents consider that the Town Centre is poor or unsatisfactory (Figure 3.3).

Figure 3.4: Responses to exhibition leaflet question E – To what extent do you generally support the redevelopment of Gosport Waterfront?



- 83% of respondents either support or strongly support the redevelopment of Gosport Waterfront. A similar level of support has been submitted for the wider redevelopment of Gosport.
- When asked whether people would be willing to change where they shop if Gosport Waterfront contributed to improvements to Gosport, responses were less conclusive. Approximately 46% of people said they would change where they shop, approximately 41% said they would possibly change where they shop and 13% were not sure.

-
- 3.3.2 The responses received support the understanding that there is a high level of out commuting and dissatisfaction with Gosport Town Centre. They also demonstrate overwhelming support for redevelopment and change amongst the local community. We would suggest that this provides the Council with a clear remit to effect change.
- 3.3.3 There are however, a couple of anomalies. Whilst there is strong support for redevelopment, there is a lower level of support in terms of the willingness of those respondents to support the Town by redirecting their spending to the local level. This highlights the critical importance of making the Waterfront and Town Centre an attractive place, which becomes a first choice shopping and recreation destination. Positive marketing of the town and Waterfront as part of the regeneration process, will help to achieve this shift in retail spend and attract an inward flow of capital.

4 Further Consultation

4.1 Presentation to Councillors

4.1.1 The Consultants were requested by the Client to undertake individual presentations to the various political parties in light of the up-coming General Election in May 2010. The Consultants undertook presentations to the Conservative Councillors, the Labour Councillors and full Council. It is understood that the Liberal Democrats were also extended an invitation but this was not taken up.

4.1.2 Each presentation was chaired by the Client group. The Consultant undertook a PowerPoint's presentation setting out their understandings attained from the Stage 1 Baseline Study (attached as Appendix 4).

- Conservative Councillors - Monday 8th March 2010:
 - GBC: Damien Wilson (Chaired the presentation).
 - Consultants: Peter Dijkhuis and Valerie Conway.
 - Councillor Mark Hook (Leader), Councillors Graham Burgess, Chris Carter, Stephen Philpott, Peter Edgar and John Beavis.
- Labour Councillors – Thursday 25th March 2010:
 - GBC: Ian Lycett, Chief Executive (Chaired the presentation).
 - Consultants: Hugh Roberts.
 - Councillors Mrs D Searle, Mrs J Cully and D Wright.
- Full Council – Wednesday 31st March 2010
 - GBC: Damien Wilson (Chaired the presentation)
 - Consultants: Peter Dijkhuis, Hugh Roberts and Valerie Conway

4.1.3 We would like to suggest that these presentations were well received and that there was broad support to effect change in Gosport. Numerous comments from the Councillors were noted and will be taken on-board in the Masterplan design development.

4.2 Stakeholder Consultation

4.2.1 Individual meetings were undertaken with a range of people and organisations to understand detailed policy, operational, business or local issues. These were highly productive and gave the Consultants a depth of understanding into the socio-economic dynamic(s) within the study area. In numerous cases the people we spoke to were very direct and discussed their business cases with us, by the nature of such we record that this remains confidential.

4.2.2 Meetings were undertaken with a range of people and organisations, key landowners, local businesses, officers from Gosport and Portsmouth City Council's as well as Tourism South East, these are set out below:

- **Key landowners** – Rupert Bossier (Premier Marina), Glynne Bengé (Fishbourne Estates LLP), GBC with respect to the Bus Station site, Phil Greaves (MoD, Defence Estates);
- **Key businesses, employers and investors** – Mark and Mike (Endeavour Key), Andy Feclak (Our Enterprise – The Royal Haslar Hospital developers), Julian Hodder (Berkeley Homes – Royal Clarence Yard developers) and Peter Goodship (Portsmouth Naval Base Property Trust); and,
- **Tourism** – these meetings are reflected in our Tourism Report.

5 Conclusions

5.1 First Impressions

- 5.1.1 In our Stage 1 Baseline Study we identified that Gosport Waterfront has the potential to create a new retail and leisure destination; that this could develop the status of Gosport to serve a wider Harbour-related catchments and compete more effectively with nearby town centres.
- 5.1.2 It was identified that the planning policy framework is supportive of growth and regeneration in Gosport, however, the regional growth target for Gosport (eg. 2500 homes) was too low to sustain the level of investment and change that may be required to effect change. In light of the current recession, the Report noted that both public and private funding would be highly contained over the next several years and consequently any redevelopment of the Gosport Waterfront should not be predicated on regional funding for strategic infrastructure (eg road improvements), or be so ambitious that the viability of the emerging Masterplan was unattainable..
- 5.1.3 It was identified that Gosport needs to achieve a change in perception of itself as a investment and tourism destination by increasing its appeal to visitors, businesses, investors and the local catchment through improved quality and diversity. This improved offer needing to be supported by high quality public transport access.
- 5.1.4 We suggested that Gosport Waterfront represents an unique opportunity for Gosport Borough Council to attract investment into the Town Centre that could build positive relationships with the existing Town Centre, local businesses and retailers and the Waterfront. In essence, the town needs to attract growth and that the options of “no-change” is simply not a sustainable option for the long-term, if fact such a options would increase the downward spiral of socio-economic decline that the town currently faces. The Baseline Study identified that the scale of change and investment required was considerable. The central question to this was: how supportive would the local community be to such change?
- 5.1.5 In approaching the consultation the Consultants were mindful of the need to listen and respond effectively to local issues and aspirations which were raised. At the onset of this project it was suggested that the local community would be resistant to regeneration and further growth in the town. This is a challenge across the country, as it is a common perception that regeneration and development does not always result in a change for the better. To the contrary, as this report has demonstrated, we have been surprised by the level of enthusiasm for change that would be supported..

5.2 Conclusions

- 5.2.1 The outcomes of the workshops held with the local business and professional communities as well as the public exhibition, have reinforced many of the understandings developed during Stage 1. The following are considered to be the critical issues which stakeholders have identified to us, which need to be addressed as core elements of any development strategy.
- **Transport** –This remains a critical issue, with many identifying the availability and integration of public transport as a significant problem. The feedback to the public exhibition demonstrates that currently car usage is the most popular mode of transport used by 34% of respondents, with the ferry used by only 15% of respondents. Opportunity therefore exists to enhance the patronage of the much

enjoyed ferry service to Portsmouth Harbour. This is an essential linkage, the upgrade to which is necessary to support regeneration and development.

- **Leisure/Tourism** – Many people identified that current leisure opportunities in the town are limited and therefore there is insufficient attraction for both locals and tourists to visit, enjoy and spend money in Gosport. This was the most significant theme identified from the exhibition feedback. Ideas to provide an enhanced offer include the development of attractions relating to the town's heritage and marine industry, including and improved night time and cultural offer. It will be important to develop new attractions and uncover the heritage within the Waterfront site as part of a wider town strategy.
- **Image** – The overwhelming message which we received from the local community in particular, is that current perceptions of Gosport Town are negative, with 68% of respondents to the public exhibition identifying the town as poor or unsatisfactory. Negative perceptions about accessibility to Gosport were a significant issue discussed at the workshops. It will therefore be essential for Gosport to overcome these negative perceptions, not only by physical change but also through positive marketing of the town as a destination. This is vital if Gosport is capture a higher proportion of retail and tourist spend.
- **Built environment / Public realm** - A stronger visual identity was a commonly reoccurring issue. It will be essential to create a new visual presence through landmark development at the gateway sites, in particular the ferry terminal / bus station. Redevelopment of the Waterfront needs to make provision for greater pedestrian permeability and movement.
- **Retail / Business** – There is concern that regeneration does not lead to a loss of local employment or result in a negative impact upon existing businesses and retailers. This is a particular sensitivity which will require careful management to ensure that local businesses are retained in the town / wider Borough. It is also identified that the local skills base is retained and upgraded to support the marine sector.

5.2.2 The response to the public exhibition crucially identifies that there is strong support for the redevelopment of Gosport Waterfront and the wider town. With 83% of respondents to the public exhibition identifying that they support the redevelopment of Gosport Waterfront, and 84% supporting the wider redevelopment of Gosport. This is very positive and demonstrates the local aspiration for regeneration. This response now provides Gosport Borough Council with a remit to continue to effect change both at Gosport Waterfront and the Town Centre.

5.2.3 Perhaps it should be noted that concern were raised by the consultation process about the perceived silo attitude to development initiatives been undertaken within the Gosport Town Centre historic core (ie. Royal Clarence Yard, Rope Quay, The Royal Haslar Hospital and Priddys Hard). Members of the public, and select business highlighted their own lack of understand how these (numerous) initiatives contributed to "more than the sum of its parts". Potentially a joint exhibition of all such initiatives could be the start of initiating investor confidence into Gosport.

5.2.4 This is a favourable position and provides the next step to realising the potential of the Waterfront site as a strategic investment location. It also provides further certainty that the community will support the Councils related LDF Core Strategy policies for the Town Centre and Waterfront. Particularly draft policy CS12 which seeks to maximise the economic regeneration opportunities at the Waterfront.



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Appendix 1: Schedule of Attendees

Attendees Workshop 1			
Nos.	Company / Organisation	Name	Surname
1	Defence Estates	Rod	Bailey
2	Defence Estates	Paul	Cooper
3	English Heritage	David	Brock
4	Environment Agency	Jon	Maskell
5	Environment Agency	George	Woodward
6	Environment Agency	A	Cave
7	Fareham Borough Council	Dominic	Lyster
8	Hampshire Highways	Mary-Ann	Toop
9	Havant, Portsmouth and Gosport Coastal Team	Lyall	Cairns
10	Natural England	Val	Pollard
11	Portsmouth City Council	Mike	Allgrove
12	Queens Harbour Master Portsmouth	Rosen	Davies

Attendees Workshop 2			
Nos.	Company / Organisation	Name	Surname
1	Berkeley Homes (Southern) Ltd	Julian	Hodder
2	Castle Marinas Ltd	Tony	Dye
3	Cyan Power	Ian	Power
4	Daniells Harrison	Richard	Huffer
5	Dean & Reddyhoff	Rachael	Foster
6	DSDA	Graham	Jones
7	FirstGroup	Michael	Kitchin
8	Fisbourne Estates LLP	Glynne	Benge
9	Gosport Boat Yard	Christopher	Haddock
10	Gosport Discovery Centre	Angela	Gill
11	Gosport Ferry Company	Paul	Fuller
12	Gosport Society	Adrian	Knight
13	Gosport Voluntary Action	David	Miles
14	Groundwork Solent	Tim	Houghton
15	Harbour Cancer Support Centre	Lesley	Hemfrey
16	Harbour Cancer Support Centre	Barry	Sears
17	HEP (Marine Policy Group)	Mark	Merritt
18	Ian Ross Associates	Ian	Ross
19	Marina Projects	Geoff	Phillips
20	Marine South East	David	Rea
21	Oakleaf Brewery	Dave	Pickersgill
22	Our Enterprise	Andy	Feculak
23	Premier Marina	Rupert	Boissier
24	Local business	Caroline	Dinenage
25	PUSH	Kishor	Taylor

Attendees Workshop 2			
Nos.	Company / Organisation	Name	Surname
26	QinetiQ	Richard	Waterman
27	Quay Lane Business Centre	William	Archbold
28	Quirepace BVC Lamson	Martin	Chewter
29	Quirepace BVC Lamson	Les	Jury
30	Ronstan UK Ltd	Russell	Belben
31	Royal Navy Submarine Museum	Andrew	Poole
32	Sanderson Centre	Shelley	Atkins
33	SEEDA	Claire	Williams
34	Sole Connection	John	Bowles
35	Stoke Rd Traders Assoc	Phil	Dimon
36	Stoke Rd Traders Assoc	Tony	Wing
37	STS Defence	Richard	Papanicolaou
38	Tourist Information Centre	Kay	Allen
39	Local business	Stephen	Checkley
40	Vector Aerospace	Ken	Doig

- Difficult to claw back retail – **high level of local retail spend which is not spent in Gosport.**

2.2 IDENTIFIED OPPORTUNITIES – Sub-regional

- Change perception of congestion – **some consider that traffic congestion on A32 is not a reality.**
- Context allows for new vision + dynamic.
- Claw back retail from sub-region.
- Sustainable tourism – green/cycling – **consider opportunities for sustainable tourism.**
- Harbour as whole – **opportunity to promote the harbour as a single tourist destination.**

2.3 IDENTIFIED RISKS – Waterfront

- Existing high building / mass – **existing high density buildings pose a site related cost, to demolish and redevelop.**
- Generate economic value – **the physical form and nature of land uses included within new built development will need to generate sufficient economic value.**
- Oil gantry distracts from views.

2.4 IDENTIFIED OPPORTUNITIES – Waterfront

- Connectivity to Town Centre – **this is currently limited with the Waterfront site and needs to be improved.**
- Boat slip – **maintain and enhance.**
- Under-rated space – **improve the quality of public spaces.**
- Greenspace could be upgraded to improve connection to rest of Gosport / underused space.
- Destination event – music venue – **develop and run a recognised music event.**
- Waterborne activity watching – **provide opportunity for wildlife viewing.**

2.5 IDENTIFIED DESIGN THOUGHTS – Waterfront

- Develop on car park.
- 2 towers = put visitors off from going across - **residential towers on the Waterfront site are unwelcoming to visitors travelling from Portsmouth**
- Land reclamation – **southern end of Waterfront site**
- Better water transport links to Portsmouth + serving additional destination on Haslar (practical transport solution + visitor attraction) – **improve public transport connects and use as a link to key attractions**
- Civility of Gosport – Quality of life / low scale, in contrast to ‘activity’ in Portsmouth – **need to maintain and promote the contrasting nature of Gosport as a more relaxed alternative to Portsmouth**
- Opportunity for a circuit including Waterfront + Town Centre – **develop a circular flow of pedestrian connections**
- Downgrade Mumby Road + permeability of Town Centre/Waterfront – **increase pedestrian permeability through downgrading Mumby Road**
- Cable car across Haslar from Portsmouth / cycle hire / part of an experience – **develop a tourist experience which includes varied transport modes**

3. GROUP 3:

3.1 IDENTIFIED RISKS – Sub-regional

- Perception! – ***the perception of Gosport is poor.***
- Capacity for mooring / berths, marine activity – ***this should be increased.***

3.2 IDENTIFIED OPPORTUNITIES – Sub-regional

- Fort Blockhouse – link – ***develop a pedestrian link to Fort Blockhouse.***
- Haslar links with universities – ***develop educational links between the Royal Haslar site and universities including Portsmouth University.***
- Marine opportunities – ***improve these.***
- Awareness / branding – ***people are not sure what Gosport has to offer, rebrand and promote a positive image and local tourist opportunities.***
- Looking to the wider picture – ***consider how Gosport can compete successfully within the sub-regional hierarchy of centres and attractions.***

3.3 IDENTIFIED RISKS – Waterfront

- Dysfunctional ticket system (buses, rail, ferry) – ***transport ticketing needs to be integrated.***
- Lack of diversity – ***lack of retail and leisure opportunity diversity.***
- Flood risk + uses – ***concern that flood risk is sensitively addressed in terms of the location of land uses on waterfront site.***
- Viability – ***need to ensure that development of the Waterfront is viable.***

3.4 IDENTIFIED OPPORTUNITIES – Waterfront

- Water bus stops – ***increase number of water bus stops.***
- Promote connection with rail (incl. ferry ticket in rail ticket).
- Connectivity / legibility Haslar – Priddy's – ***improve the connectivity of the two sites.***
- Connectivity – High Street and Stoke Road.
- Ramparts – walk around old town walks and along the Waterfront.

3.5 IDENTIFIED DESIGN THOUGHTS – Waterfront

- Opportunity to increase area of mudflats.
- Open up boatyards with new footpath.
- Improve the High Street.
- HMS Invincible mooring – ***offer as a tourist attraction.***
- Heritage Centre / Water Activities Centre – ***develop a new heritage / activities centre on the Waterfront site.***

Appendix 2: Workshop Comments

The schedule of workshop comments is provided below. These are ordered by workshop, then by workshop group, with differentiation between comments associated with the sub-regional and local (Waterfront) plans. The comments are included verbatim, with further explanatory comment provided in **bold italics** where necessary. There is inevitable overlap between the comments attendees identified between sub-regional and local scales as well as between opportunities and design thoughts. The omission of some response sub-sections indicates that in some cases groups did not submit any comments.

Workshop 1

1. GROUP 1:

1.1 IDENTIFIED RISKS – Sub-regional

- Flood risk limitation on development sites (can meet 2,500 housing target outside EA Flood Risk 3 area) – the GBC **strategy could meet its housing target without developing flood risk sites.**
- Additional housing = Additional traffic congestion – **this is a perception rather one that the traffic counting corroborates.**
- Restricted capacity of Millennium Bridge.
- Ferry pontoon upgrade is critical – need to link with bus network.
- BRT alignment not free of ownership constraint south of Titchbourne Way

1.2 IDENTIFIED OPPORTUNITIES – Sub-regional

- Cross-subsidisation of flood control measures for housing – **development may be required to self-finance flood mitigation measures.**
- Multiple origin and destination ferry sources – **enhance the ferry service to include additional destinations.**
- Bus linkages / sustainable transport to ferry terminals – **connectivity between public transport modes is considered important.**
- Heritage potential unrealised e.g. Fort Charles, Blockhouse, Fort James (RAI) Island – Build on history.
- New wildlife conservation areas in inner harbour to compensate possible habitat losses in the Waterfront area.
- Harbour destination as the main tourism attractor – Portsmouth and Gosport – **jointly develop and promote the tourism potential of Gosport and Portsmouth around the harbour.**
- Integrate flood measures with development opportunities for both access and build out – **integrate flood mitigation within the design of development to ensure safe access.**
- Marine/air museum at Daedalus – **potential to develop a new museum.**

1.3 IDENTIFIED DESIGN THOUGHTS – Sub-regional

- Virtual Victory / Old Portsmouth – **potential to moor ship at Gosport waterfront to replicate the HMS Victory opportunity in Portsmouth.**
- Landmark feature – **Include a landmark building or distinctive feature on the Waterfront site to balance the Spinnaker Tower.**
- Transport hub as ‘state of the art’ linkage – cycles, bus, ferry, BRT.
- Quality theme park attraction + underwater viewing + walking the plank bungee.

- Landmark linkage from ferry to explosion and submarine / cable car.
- Entertainment centre with key marine theme – **To be developed at Gosport / Waterfront.**
- Hotel – **To be developed at Gosport / Waterfront.**
- Helicopter centre – **To be developed at Gosport / Waterfront.**
- Round the world / tall ships – Gosport event feature.

1.4 IDENTIFIED RISKS – Waterfront

- Skills issue related to jobs growth in Waterfront – **Concern that local skills do not match employment – need for marine related skills.**
- Absence of linkages between Waterfront and Town Centre (complex land ownership patterns) – **two points 1. insufficient pedestrian routes 2. Waterfront site is subject to complex land ownership pattern.**
- Foundation costs of new development + contamination – **site based development/remediation costs are high.**
- Relocate heavy lift crane – **to another Waterfront location with deep water access.**
- Fuel jetty is unsightly – but an essential MoD infrastructure.
- Loss of intertidal habitat if reclaimed e.g. shading of intertidal area with tall buildings.

1.5 IDENTIFIED OPPORTUNITIES – Waterfront

- Focus training on marine related employment (Navy to leisure marine sectors).
- Enlarge rest of community in Town Centre – **Town needs to have a regeneration focus which extends beyond the Waterfront site.**
- Heavy lift crane – move to other prime location – blocks public waterfront through access.
- Visible gateway – **develop a visible gateway (arrival point into the Town).**
- Falklands Gardens requires a redesign.
- SUDS / green building solutions / green roofs – **Include Sustainable Urban Drainage Schemes (SUDS) and sustainable construction techniques into buildings.**

1.6 IDENTIFIED DESIGN THOUGHTS – Waterfront

- Segregated traffic for Town Centre and Waterfront – **keep traffic away from pedestrians through segregated design.**
- Heavy lift crane – **Move to site with deep water access.**
- Need for arrival gateway for Town Centre, visible landmark to counter Spinnaker, statement building “welcome to Gosport” – **Spinnaker Tower Portsmouth.**
- Falklands Gardens – **to be protected, improved or revised.**
- Preserve views – **down the high street, across the harbour towards Gun Wharf Quays.**
- Speciality shopping / boating related sale **outlet** / showroom for speed boats – **to be included in Waterfront retail offer.**
- Historical boat building / boat trips / boat show – **nautical related activity and events to be included within Waterfront site.**

2. GROUP 2:

2.1 IDENTIFIED RISKS – Sub-regional

- Lack of real choice regarding public transport diversity.
- Total journey time cost – **high cost relative to long journey times from surrounding centres.**

Workshop 2

GROUP 4:

4.1 IDENTIFIED RISKS – Sub-regional

- A32 improvements (desperate!).
- Skills shortage – **local labour has insufficient skills.**
- Image – **Gosport has a poor image.**

4.2 IDENTIFIED OPPORTUNITIES – Sub-regional

- Potential ferry terminals – **within Portsmouth Harbour including Port Solent.**
- Expansion of submarine museum (HMS Trafalgar!) – **museum to include new naval ship attraction.**

4.3 IDENTIFIED DESIGN THOUGHTS – Sub-regional

- Network of water taxis – **small boats offering a frequent service.**

4.4 IDENTIFIED RISKS – Waterfront

- Potential loss of local businesses (alternatives may be too expensive) – **development of new retail could risk sustainability of existing retailers.**
- Difficulty of attracting good retailers to High Street.

4.5 IDENTIFIED OPPORTUNITIES – Waterfront

- Hotel development + entertainment – **develop hotel and entertainment attraction.**
- Better use of space – **make better use of available land.**
- Integrated transport opportunities.
- Restaurant opportunities – **develop on-site.**
- Specialist marine industry– **develop on-site.**
- Gym and leisure– **develop on-site.**
- High profile maritime events.

4.6 IDENTIFIED DESIGN THOUGHTS – Waterfront

- HMS Trafalgar – **include naval ship as tourist attraction.**

4.7 IDENTIFIED RISKS – Waterfront

- Future of existing businesses / relocation? Cost of relocation.
- Improved road access needed / access on Saturdays.
- Any plans to improve access by road? At strategic level.
- Lack of retail offer – night time diversity – (for boating community) – lack of hospitality / leisure facilities.
- Flooding issue in residential area possible!
- Street market impact on existing retail – to be removed – **discontinue street market.**

GROUP 5:

5.1 IDENTIFIED OPPORTUNITIES – Waterfront

- Marine related business. Agglomeration of marine businesses – **Waterfront location is a suitable location to grow marine related businesses .**
- Opportunity to improve local road access to Town Centre.
- Opportunity to create better retail offer to celebrate marine industry.
- Unique berthing place – Royal Clarence Yard – **develop more berthing space.**
- Strengthen / focus / around sailing / heritage.
- Build on defence industry / heritage.
- Create futuristic pier, a 'signature' structure.
- Relocate bus station but maintain stops by ferry + replace with a 'statement' public building.
- New focused retail quarter connecting ferry / Waterfront = to the night time economy - possibly sheltered from the weather.

5.2 IDENTIFIED DESIGN THOUGHTS – Waterfront

- Gosport cultural forum – **is such a forum a opportunity?**
- Waterbus service – **enhance this service.**
- Monorail system around Portsmouth Harbour, linking with key destinations (ferry) + to Southampton.
- Maintain connectivity - High Street to ferry.
- Hotel – **develop a new hotel.**
- Waterfront forum – new Civic Centre – **Council offices to be located on Waterfront site.**
- Heritage – art / culture / civic – **promote these aspects.**

GROUP 6:

6.1 IDENTIFIED RISKS – Sub-regional

- A32 road access – is perceived to be poor.
- Out commuting – is high.
- Ageing population, not growing.
- Poor evening transport – public transport offer is poor in the evenings.
- Competition from Fareham.
- Heritage features not accessible.

6.2 IDENTIFIED OPPORTUNITIES – Sub-regional

- Opposing tidal flow makes – Consider opportunity for tidal energy generation.
- BRT alignment / improved access – Bus rapid transit is considered to be important to improve access to the town.
- Need for change.
- Create a destination.

6.3 IDENTIFIED DESIGN THOUGHTS – Sub-regional

- Naval feature at Gosport – a ship!
- Fleet Air Arm Museum or Tri Service?
- Major yacht event 'Round the World ' centring on Gosport.

6.4 IDENTIFIED RISKS – Waterfront

- Failure to appreciate water asset – Gosport’s position in the harbour and Solent has not been fully exploited.
- Perceived threat of waterfront investment for High Street commercial offer.
- Flood protection measures (e.g. dredging) limited due to environmental restrictions.
- Fuel jetty continued operation. Is it safe? Does it blight other development?

6.5 IDENTIFIED OPPORTUNITIES – Waterfront

- Hotel offer at luxury end (4 star?) – **develop a luxury hotel.**
- Unrealised heritage potential – **this needs to be developed and exploited.**
- More marina capacity.
- Modern / recent yachting theme – **to influence development and land use choices.**
- Water as amenity for recuperation – **develop opportunity for water related spa / therapy.**
- Education / training opportunities – **provide new opportunities on Waterfront.**
- Employment must be prime motivator.
- Purchasing power of yachties! – **a significant and wealthy component of the local community.**
- Integrated transport link via the bus station as a hub.
- Gosport sense of place / amphitheatre for harbour-wide activity (Falkland Gardens) – **local sense of place needs to be enhanced.**

6.6 IDENTIFIED DESIGN THOUGHTS – Waterfront

- UK’s first super yacht harbour – **include berthing for super yachts.**
- Interactive yachting museum – **an attraction opportunity.**
- Health hydro (bath) – **spa / wellbeing attraction.**
- Dry ski slope / mountaineering (water tower) – **attraction opportunities.**
- Gosport outdoor activity centre – Maritime? – **maritime related activity centre – attraction opportunity.**
- Aquarium / theme park ‘water world’ – Alton Towers style.
- Entertainment centre – multiuse.
- Grand Prix circuit (Round Harbour) – **attraction opportunity.**

GROUP 7:

7.1 IDENTIFIED RISKS – Sub-regional

- A32, Fareham viaduct – perceived as traffic bottleneck.
- Public transport – currently poor.

7.2 IDENTIFIED OPPORTUNITIES – Sub-regional

- Redevelopment of Dadelus, link with Waterfront.
- Deepwater berthing – **develop capacity of berthing.**
- More historical draw – **build on distinctive history of Gosport as part of tourism offer.**
- Water Sports Centre - **attraction opportunity.**

7.3 IDENTIFIED OPPORTUNITIES – Waterfront

- Move bus station to Morrisons – bus stops at South Street – people then walk through Town to ferry.
- Falkland Gardens – events – music – tours – walking – ferry – **use the Falkland Gardens as an enhanced civic space.**

7.4 IDENTIFIED DESIGN THOUGHTS – Waterfront

- What we have got – nothing to follow it up i.e History of High Street – no leaflet etc - ?
- More retail area close to Stoke Road + Morrisons.
- From North / South Cross Street restaurant area linking to Waterfront.

GROUP 8:

8.1 IDENTIFIED RISKS – Sub-regional

- Quay Street roundabout – perceptions about accessibility – **roundabout considered to be a constraint.**
- Gosport has a negative image and perceptions and it needs change.
- Public sector funding.

8.2 IDENTIFIED OPPORTUNITIES – Sub-regional

- Diversifying the retail offer – niche retail, something complementary to Gun Wharf.
- Distinctive build environment, land mark buildings and open spaces – building upon heritage – unique attraction.
- Strengthen connectivity across the water.
- Reduce the cost of public transport.
- Gosport is a low cost location – **this is a location benefit.**
- Encourage greater civic pride.

8.3 IDENTIFIED RISKS – Waterfront

- Loss of traditional employment.
- Developers backtracking on promises.
- Relocation of existing businesses – **existing businesses should be retained within Gosport.**

8.4 IDENTIFIED OPPORTUNITIES – Waterfront

- Better pedestrian access – Waterfront + connectivity to Town Centre.
- Mixed use opportunities – retail, leisure and restaurants + hotel – quality offer.
- Retain existing businesses onsite within the Borough – attract new employers.
- Provide opportunities for families – leisure accommodation – within Waterfront.
- Reduce the scale of the interchange but retain facility.
- Promote Gosport + Waterfront + good internet connectivity.
- Boating activities for families, fishing – identify opportunities in the Marina / water for different activities.
- Complementary larger retain uses to the Town Centre – **develop a complimentary retail offer on the Waterfront site.**

8.5 IDENTIFIED DESIGN THOUGHTS – Waterfront

- Fixed link to Portsmouth – pedestrian footbridge – or tunnel to include traffic.
- Festival of History.
- Dedicated moorings for super yachts (over 100 ft) – Sunseeker etc motor yachts.
- Zone the water – children – fishing – teach water based activities – R.I.B trips.
- Monthly event / one week special festival.
- Big day out – **event opportunity.**
- Gosport's village – pride, mentality, care + way of thinking = true community.

8.6 IDENTIFIED RISKS – Waterfront

- Ferry operation – currently vulnerable to private sector operation.
- Working gantry – required to lift ships.
- Losing people, skill, job opportunities – Gosport losing essential skills, jobs and people to other areas.
- “The growth” – excessive growth of Gosport is considered to be a risk.
- Flood levels.

8.7 IDENTIFIED OPPORTUNITIES – Waterfront

- Boat storage – employment opportunities – regional service.
- Housing: help to support industry – **housing is required to support local residents and thus labour supply.**
- Self-contained place: reduce congestion, better retail etc.
- Well appointed offices (London North and South Bank) – **develop high quality office accommodation.**
- Site available – Gateway / end of High Street ‘crying out for redevelopment’.
- Connectivity.
- Open space part of the offer – **open space needs to be included within Waterfront site.**
- Transport hub.
- Gateway.

8.8 IDENTIFIED DESIGN THOUGHTS – Waterfront

- Gosport ‘eye’ – attraction ‘an event’ – public to participate.
- Connection – **improve site connectivity.**
- Make more use of the water.
- Make people say ‘wow!’ (Gateway).
- Height – **include considerate use of high buildings.**
- Catch tourist – **increase market share of tourism.**
- Arts show / event / theatre: culture.
- Link with University.

Appendix 3 – Workshop Feedback Leaflet

GOSPORT

2010

Gosport Waterfront

Exploring Change & Opportunity

Gosport Waterfront

Please return to box provided in the foyer at Gosport Borough Council.

Thank you for your time.

The site presents an opportunity to contribute to the economic stability of the Solent, the gateway of Portsmouth Harbour and a highly valued part of Gosport.

Your contributions and local insight are highly valued and valued.

Thank you.

Understanding you...

A. Where do you live?

Gosport Freshwater Other

B. When do you work?

Gosport Freshwater Other

Therefore...

C. How do you commute between work and play?

Private car On foot Bike

Ferry Cycle Walk

D. How would you rate the Town Centre?

Excellent Satisfactory Neutral

Unimpressive Poor

E. To what extent do you currently support the redevelopment of Gosport Waterfront?

Strongly support Support Not sure

Oppose Strongly oppose

F. To what extent would you support an improved waterfront town destination in Gosport Waterfront?

Strongly support Support Not sure

Oppose Strongly oppose

G. If Gosport Waterfront contributed to significant improvements in Gosport, would you change where you shop?

Definitely Possibly No

Exploring Change & Opportunity

Gosport Waterfront

Gosport Waterfront

Identified Risk

Opportunities

Design Thoughts

ISSUES: INVESTMENT | EMPLOYMENT | GROWTH | HOUSING | RETAIL | LEISURE | TOURIST DESTINATION | COMMUNITY

Appendix 4 – Public Consultation Exhibition Boards (4 to 6)

GOSPORT WATERFRONT

SITE CONSTRAINTS

GOSPORT WATERFRONT

HOPES, FEARS & MAD IDEAS

“To work with our community to improve everyone’s quantity of life and deliver a sustainable future for the Borough”

(GOSPORT WATERFRONT PLAN 2016/17)

“To bring forward a highest level of a sustainable quality in appropriate locations to meet the expected needs for housing, for industrial development, for retail and commercial development, and for leisure and recreation”, taking into account issues such as accessibility and sustainable transport routes, the Flood Risk and other natural hazards of Planning Policy Strategy”

Fears

- Perception that things may deteriorate
- Loss of employment
- Continued loss of retail space to other areas
- Poor generation of new jobs
- Future loss of Portsmouth Harbour

Hopes

- New hotel accommodation and tourist destination
- Improve public spaces and extend the Millennium Promenade
- An attractive place
- Strengthen focus around the historic buildings and canal heritage

Mad Ideas

- Carve out existing to “special jobs victory” high profile into jobs
- Quality leisure park/development opportunity
- Create a “vibrant” development
- Develop a “Waterside” road


GOSPORT WATERFRONT

EMERGING IDEAS 1

Appendix 4 – Public Consultation Exhibition Boards (1 to 3)

GOSPORT WATERFRONT PUBLIC CONSULTATION

Please give us your views



TAKE PART!

You are invited to attend an exhibition to early evening Public Consultation event, presented by our Consultants Colin Buchanan, to discuss opportunities for Gosport Waterfront.

Where: The Broadway Centre Gosport Town Centre

Date: 8th March, 18:30 - 19:30


Cost: Concessionary £5

Door: 9th March, 09:00 - 19:00

Conduct Officers: in situ


The Exhibition will run until the 15th March

Please complete this feedback form and place in the return box provided



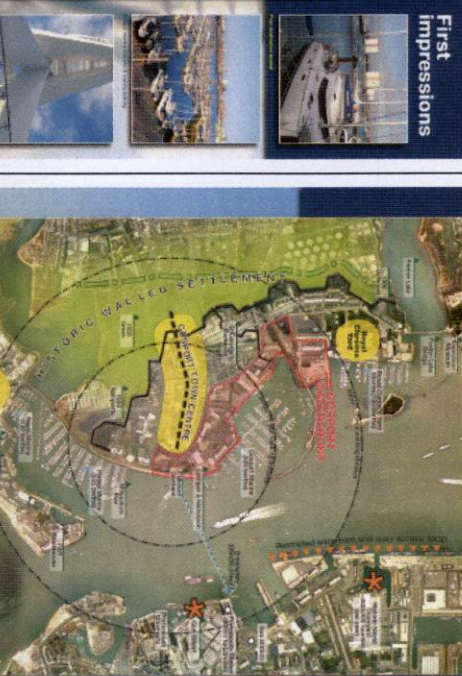
Issues Identified

- Low growth targets
- Declining population
- 65% employment commuting
- Strong mid-regional competition
- Poor accessibility into Gosport
- Poor retail and office air-conditionation
- Low economic base
- Talent scarcity



Strengths Identified

- 300 years of industrial history
- Strong retail and maritime association
- Consistently listed investment listless
- Strong retail location with associated services
- Compact town centre
- Very high level of pedestrian and cycling community
- Fantastic waterfront views
- Capacity for growth



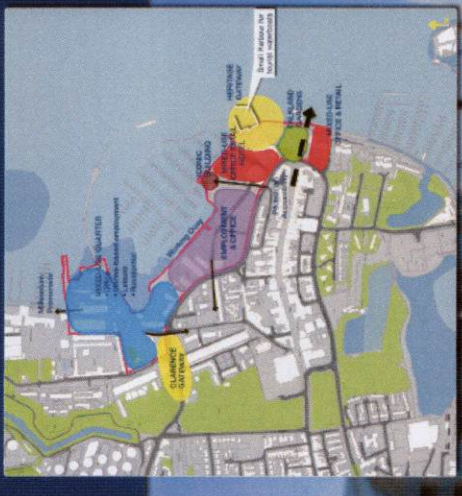
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ISSUES INVESTMENT | EMPLOYMENT | GROWTH | HOUSING | RETAIL | LEASING | TOURIST DESTINATION | COMMUNITY

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ISSUES INVESTMENT | EMPLOYMENT | GROWTH | HOUSING | RETAIL | LEASING | TOURIST DESTINATION | COMMUNITY


Appendix 4 – Public Consultation Exhibition Boards (7 & 8)

GOSPORT WATERFRONT EMERGING IDEAS 2




Issues Identified

- Retain existing marina, upgrading quay and marina employment area
- Create water Gateway around existing dock
- Retain & Enhance Gardens as a landscaped garden
- Create a small mixed use development to frame dock and parkside
- Create a new residential quarter between River Quay and the Royal Clarence Yard
- Provide small office units on North Quay overlooking Coopers Green
- Create a new mixed use development to frame dock and parkside
- Create a new residential quarter between River Quay and the Royal Clarence Yard
- Provide small office units on North Quay overlooking Coopers Green


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 ISSUES


GOSPORT WATERFRONT IMPRESSIONS


What's good about Gosport Waterfront?



What's poor about Gosport Waterfront?



What are your impressions?
 Have we understood Gosport Waterfront?
 We would appreciate your feedback. Please complete a feedback leaflet and place in the Gosport Waterfront box provided.

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 ISSUES


Appendix 5- Public Consultation Feedback Leaflet

GOSPORT WATERFRONT PUBLIC CONSULTATION

Please come and give us your views

TAKE PART!

Venue: The Discovery Centre
Gosport Town Centre
Date: 8th March - 12th March - 19h00
Consultation Day
Date: 9th March - 09h00 - 19h00
Council Officers in attendance

The Exhibition will run until the 13th March
Please complete this feedback leaflet and place in the return box provided.

On behalf of Gosport Borough Council you are invited to attend an afternoon to early evening Public Consultation event, presented by our Consultants Colin Buchanan, to explore and discuss the opportunities for Gosport Town Centre and specifically Gosport Waterfront.

We would value your insights and contributions to this masterplan to understand the nature of change that faces Gosport.

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GOSPORT WATERFRONT PUBLIC CONSULTATION

Your views...

1. Identified Risk
2. Opportunities
3. Design Thoughts

Understanding you...

A. Where do you live?
 Gosport
 Fareham
 Portsmouth
 Other

B. When do you work?
 Gosport
 Fareham
 Portsmouth
 Other

Therefore...
 Private car
 Ferry
 Cycle
 Walk

C. How do you commute between work and play?
 Private car
 Car share
 Bus
 Cycle
 Walk

D. How would you rate the Town Centre
 Excellent
 Satisfactory
 Neutral
 Unsatisfactory
 Poor

E. To what extent do you generally support the redevelopment of Gosport Waterfront?
 Strongly support
 Support
 Oppose
 Strongly oppose
 Not sure

F. To what extent would you support an improved sea and urban destination in Gosport Waterfront?
 Strongly support
 Support
 Oppose
 Strongly oppose
 Not sure

G. If Gosport Waterfront contributed to significant improvements to Gosport, would you change when you shop?
 Definitely
 Possibly
 Not sure

Please return to box provided in the foyer at the Discovery Centre.
Thank you for your time.

ISSUES: WATERFRONT (1408) MARKET (1409) PUBLIC USE (1410) | LEASING | TOURISM | RECREATION | COMMUNITY

Appendix 6 – Schedule of Structured Responses to Exhibition Feedback Leaflet

A. Where do you live? (Total responses 226)	Gosport	Fareham	Portsmouth	Other		
	209 (92.5%)	6 (2.7%)	5 (2.2%)	6 (2.7%)		
B. Where do you work? (Total responses 203)	Gosport	Fareham	Portsmouth	Other	Retired	
	66 (32.5%)	10 (4.9%)	20 (9.9%)	62 (30.5%)	45 (22.2%)	
C. How do you commute between work and play? (Total responses 320)	Private car	Car share	Bus	Ferry	Cycle	Walk
	108 (33.8%)	3 (0.9%)	54 (16.9%)	49 (15.3%)	41 (12.8%)	65 (20.3%)
D. How would you rate the Town Centre? (Total responses 218)	Excellent	Satisfactory	Neutral	Unsatisfactory	Poor	
	2 (1%)	28 (12.8%)	40 (18.3%)	51 (23.4%)	97 (44.5%)	
E. To what extent do you generally support the redevelopment of Gosport Waterfront? (Total responses 218)	Strongly Support	Support	Not sure	Oppose	Strongly oppose	
	125 (57.3%)	56 (25.7%)	22 (10.0%)	8 (3.7%)	7 (3.2%)	
F. To what extent do you generally support the redevelopment of Gosport? (Total responses 220)	Strongly Support	Support	Not sure	Oppose	Strongly oppose	
	127 (57.7%)	57 (25.9%)	21 (9.5%)	11 (5.0%)	4 (1.8%)	
G. If Gosport Waterfront contributed to significant improvements to Gosport, would you change where you shop? (Total responses 210)	Definitely	Possibly	Not sure			
	96 (45.7%)	87 (41.4%)	27 (12.9%)			



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