

ALTON TOWN COUNCIL NEIGHBOURHOOD PLAN MONITORING PLAN – JULY 2018

PLANNING AND TRANSPORTATION COMMITTEE			
OBJECTIVE	POLICY NUMBER	DESCRIPTION	STATUS
1a	DE1	Town Setting and natural assets	Alton Town Design Statement. Alton Society have now compiled a list of suggested amendments (July 2018) which will be discussed at the monitoring meeting on the 18 th and next steps mapped.
	DE2	Building design and town character	All applications consider this policy. Generally speaking where requests have been made to developers to alter house styles they have been receptive.
1b	HO1	Housing Mix on development sites	The only significant anomalies have been the application 25050/056 McCarthy Stone which was determined as C2 use and outside the scope of affordable housing despite ATC objection that the site should be deemed as C3 use. Renaissance Retirement, developing the site at the Magistrates Court have indicated they have no intention of providing onsite affordable housing; the Full Planning application is still pending decision.
1b	HO2	Storage facilities for household waste	Most applications conform with this policy but to date there has been a couple of notable instances where applications do not meet this policy.
1c & 1d	HO3	New Housing site allocations	<p>Windfall figures update Oct 2017</p> <p>2014/15 - 68</p> <p>2015/16 - 31</p> <p>2016/17 - 25</p> <p>No major applications have so far been granted outside of those contained within HO3 except McCarthy Stone (60) However the Development Brief for the former brewery site has indicated a quantum of c150 – 180 houses which will greatly exceed the windfall allocation. (this may now been included as a site allocation under revised Local Plan dependent upon timings)</p> <p>Full application for 57 at the former Magistrates Court and Police Station believed to be withdrawn.</p> <p>Reserved matters for all applications which had outline consent when the NP came into force (major developments) have now all been submitted.</p>
1c & 1d	HO3(a)	Land at Borovere Farm	Reserved matters now submitted pending decision.

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			Bridge works to commence August – November (road works) and January – July 2019 (bridge itself) Developer Miller Homes
1c& 1d	HO3(b)	Land at Lord Mayor Treloar	Reserved matters planning application understood to be submitted to EHDC on 16 th July. Developer Crest Nicholson.
1c & 1d	HO3(c)	Land at Cadnam, Upper Anstey Lane	C 70 houses now occupied. Developer Persimmon and Martin Grant Homes
1c & 1d	HO3(d)	Land Off Wilsom Road	2 x houses brought forward to date, application pending decision. EHDC have acknowledged that the intended 1.4 ha SHLAA application site has not been transferred accurately onto EHDC's allocation map and that a Neighbourhood Plan mapping error occurred that could be corrected with Alton Town Council consent. As proposed by Alton Town Clerk, this can be done as a modification to correct an error (as para 087 ref ID: 41-087-20160519 in Gov.uk guidance on neighbourhood planning). EHDC Planning Policy will adjust their boundary accordingly once consent and a copy of the map had been sent by ATC.
1c & 1d	HO3(e)	Land at Will Hall Farm	First houses ready for occupation. A number of proposed amendments to the Reserved Matters have been submitted and are awaiting decision.
1c & 1d	HO3(f)	Land Adjacent to Alton Convent School	Not brought forward to date.
2b	TR1	Pedestrian networks	<p>Work is on-going in respect of the creation of a Weywalk to create a river walk and to link the new housing developments at Will Hall Farm and the former brewery site with the town centre and the station.</p> <p>The eastern gateway scheme (minus Station Forecourt scheme) is complete. Station Forecourt scheme scheduled for completion by end of current financial year – press release due w/c 23rd July.</p> <p>A park and stride scheme has been approved for Anstey Park and with the Town Council now has ownership of the car park contained within the open space at Barley Fields, this will provide additional space for parents to park and allow children to utilise the pedestrian crossing near the school.</p> <p>The Town Council walking festival was extended to cover a month long period for 2018 given its increasing popularity. With the completion of path improvements across the open space in the public gardens both King’s Pond and Flood Meadows will seek to utilise developer’s contributions to improve accessibility along their pedestrian routes.</p> <p>Town Council (with assistance from DA) has completed the initial survey for the new EHDC Cycling and Walking Strategy, due to come forward for public consultation in early 2018 (Sarah Hobbs) STILL NO UPDATE FROM EHDC (JULY 2018)</p>
2b	TR2	Cycle Routes	David Allan has kindly taken a lead for the monitoring group in respect of this policy and has met with cycling representatives in Alton to initiate discussion in respect of this

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			<p>item.</p> <p>A meeting was held with Sarah Hobbs early November to consider the proposed cycling strategy for Alton and possible junction improvements for cyclists. An action upon the Town Council is to seek comments from Alton Cycling Club on planning applications that do (or should) involve highway proposals, cycle links or facilities, to inform the Town Council's response.</p>
2b	TR3	Cycle Storage and parking	All applications to date have complied with storage requirements
2c	TR4	Bus Service Provision	All application considered to date comply with this policy requirement
2d	TR5	Parking provision and standards	<p>ATC has raised objection on a number of occasions only to have the objection overruled in respect of the planning balance. A position statement has been prepared and approved by ATC and EHDC to help clarify the policy but there is still concern over its application, particularly in respect of brownfield town centre sites (Brewery and Magistrates Court sites specifically) The position statement highlights that ATC is aware of the issues but also responds to the allegation from some developers that the policy is not NPPF compliant, which it is. With the exception of the application at the Magistrates Court site which is well below NP expectations, all other major sites coming forward appear to be NP compliant.</p>
3b	CH3	Health Facilities	The outcomes of the Health Service Review in Alton were presented at the Community Forum on 31 st October. Councillor Mrs Jones has been asked to represent the NPMG going forward in respect of this matter.
3b	CH4	Community Hospital	See above
4a	ED1	Schools Expansion	<p>ED1 supported in response to proposed expansion of the Butts School and St Lawrence. Applications approved. Current issue is that expansion has taken place but developments proceeding at a slower rate than anticipated so in hindsight may have been delivered too early</p> <p>Sites for schools will be considered during the Local Plan review once LAA completed. LC spoke with Martin Shefford on 6th March. Current school places plan - link https://www.hants.gov.uk/educationandlearning/schoolplacesplan</p> <p>MS confirmed currently formula is .3 child per property. In respect of a new school government requirement is now 2 form entry so 420 places (30 children x 7 years x 2 form) so minimum no. of new homes over and above those granted permission is 1400 before a new school required for Alton. Confirmed no current capacity issues in Alton. Of those major developments already granted 210 school places are being created, 290 required but there was overprovision at Wooteys which could accommodate the deficit.</p>

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5b	ES1	Reuse of commercial brownfield Land	Police/Magistrates Full application now going through planning. Former Brewery site purchased by CALA homes. Full application due in latter part of 2018 Tesco site currently being marketed. Commercial Site at Wilsom Road lost on appeal. Lynch Hill was withdrawn as EHDC Planning committee had voted to refuse. Now resubmitted and pending decision.
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ALTON TOWN COUNCIL NEIGHBOURHOOD PLAN – POLICIES FOR MONITORING

POLICY AND RESOURCES COMMITTEE			
OBJECTIVE	POLICY NUMBER	DESCRIPTION	STATUS
3a	CH1	Community Centre	An audit of existing community facilities has been undertaken to establish requirements for any facility on the former brewery site. Discussion also active with the Community Centre to confirm required provision. First round of Public consultation undertaken spring 2018. Work being done to look at viability of options proposed pending second round of public consultation in September 2018
3a	CH2	Sports Centre	Reserved Matters planning application granted approval 5 th March 2018. Liaison Meeting now set up for construction. Project Board meeting has been rescheduled for early August.
OPEN SPACES COMMITTEE			
OBJECTIVE	POLICY NUMBER	DESCRIPTION	STATUS
3c	CH5	Local green spaces and open space	All sites remain under the control of ATC as designated green spaces with the exception of St Lawrence Churchyard which has been highlighted as controlled by PCC but will be monitored to ensure no further encroachment/change of use to playing space. In more general terms an audit of existing open space, sport and recreational facilities will be undertaken by EHDC (Kirsty Cope). Awaiting publication. Discussion on going with Persimmon in respect of ATC adopting POS around Treloar Heights.
3c	CH6	Playing Fields (Jubilee Fields and Anstey Park)	CH6 supports the development of new playing field space but at this time there are no applications pending which make such provision. ATC agreed the rebuild of the netball courts at Anstey Park (completed July 2018) and new trim trail (installed March 2017)

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3c	CH7	Allotments	There are currently no sites identified for additional allotments, however there is scope to develop further at Hawthorns if demand dictates. Currently there is a small waiting list and no level of demand which would trigger the expansion of Hawthorns.
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ALTON TOWN COUNCIL NEIGHBOURHOOD PLAN – ALTON TOWN COUNCIL ACTION POINTS FOR MONITORING

PLANNING AND TRANSPORTATION COMMITTEE			
OBJECTIVE	POLICY NUMBER	DESCRIPTION	STATUS
1a	DEAP1	Maintenance of Alton Town Design Statement in line with the JCS and Neighbourhood Development Plan	ATDS to be updated. See Policy DE1 above.
1b	HOAP1	Ensuring adequate emphasis given to the provision of affordable housing in planning applications	Objection raised to McCarthy and Stone application on this basis but determined to be C2. C3 Applications will be monitored to ensure 40% affordable housing allocation is upheld by EHDC wherever viable to do so (However draft revised NPPF is putting the required figure going forward at 10%) Magistrates Court site identified where developer is not offering on-site affordable housing provision. It is understood CALA homes are working towards 40% for the brewery site.
1b	HOAP2	Ensuring Alton Local List is taken into consideration in planning applications, maintaining and updating the Alton Local List as appropriate.	As with ATDS, Alton Local list requires updating alongside Conservation Area. CA is currently post consultation and being finalised by EHDC.
1b	HOAP3	Environmental and energy conservation standards	Lifetime home standard no longer applies. Policy vacuum at this time but all developers urged to include the highest standards.
2a	TRAP1	Whitedown Lane and Western Bypass	Further to Highways meeting on 5 th December 2017 No update on western bypass. Junction of Pertuis Avenue and A339 junction improvement consultation due Spring 2018. STILL NO RESPONSE FROM HCC – JULY 2018.
2a	TRAP2	Works on key junctions	Meeting held on 5 th December to consider all key junction improvements and holistic overview of highways works for the town. Follow up meeting requested. LC spoke to Karen Wright at HCC on 12 th March. The feasibility works (Atkins) are continuing on the Anstey Road/Anstey Lane junction and the junction of Pertuis Avenue and the A339. They are also working up a plan for the inclusion of a signalised crossing on the Odiham Road for the Wey Walk and are looking at the options for the Chawton Park Road, Whitedown Lane junction. It is hoped that a public consultation can be held around May 2018 to progress these options. STILL NO RESPONSE FROM HCC – JULY 2018.

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2a	TRAP3	Streetscape and traffic speeds in town centre and near schools	20mph speed limit in town centre in place as of 01/07/16 and extended out towards the Station as at 01/12/17
2b	TRAP4	Improved conditions on public highway for pedestrians	Eastern Gateway completed (except Station Forecourt Scheme). Submission made to draft walking strategy for Alton with Sarah Hobbs EHDC August 2017. Station Forecourt Scheme due to be completed end of financial year. Press release expected w/c 23 rd July in respect of funding for the scheme.
2b	TRAP7	Reduction in car usage for school transport	Open Spaces approved Park and Stride Scheme for Eggars School at Anstey Park September 2016. Barley Fields car park now available for school use (May 2017). However, these still require car use to access this sites. Onus is on the schools to promote walking bus etc.
2b	TRAP8	Promotion of cycling by pupils and students	ATC to contact schools and colleges to ascertain plans
2b	TRAP9	Improvements to National Cycle Route 224	The Cycling Group have agreed the appropriate route for NCR 224. It is recommended that priority be given to cyclists on Rack Close Road crossing both Queens Road and Ackender Road, with Give Way markings and speed tables being provided. They have also reviewed the current (poor) signing on NCR 224 and suggested that Sustrans should press the Highway Authority for improvements.
2b	TRAP10	Improved signage for cyclists	<ol style="list-style-type: none"> 1. There is a pressing need for proper cycle facilities across Whitedown Lane, which should be implemented as part of the South Alton developers' proposals. This will enhance links to Chawton, Farringdon and Four Marks. 2. The opportunity to link the Beech cycle path (A339) to the town centre by way of Will Hall park, the water board land and a proper route across Flood Meadows should be pursued. 3. Changes to the cycle provision at Boverve Lane / the west end of The Butts (near the Toucan crossing) are required; the installed facility is considered to be inherently unsafe. 4. On the existing Anstey Road / London Road cycle path, priority should be given to cyclists over house accesses etc. 5. Clarification on the legality of use by cyclists of the various alleys and footways in the town is sought, with "no cycling" signs and barriers being removed where cycle use is permitted. <p>In respect of TRAP 9, 10 & 11, a small group are meeting with Sarah Hobbs (EHDC) on 8th November to discuss the forthcoming cycling strategy for Alton, in advance of a public consultation early in 2018. NO PUBLIC CONSULTATION TO DATE.</p>

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2b	TRAP11	Safe cycle connections with surrounding villages	<p>The cycling group has been informed by the EHDC document “A Cycle Plan for East Hampshire 2004” – which had not been reviewed as part of the Neighbourhood Plan process.</p> <p>Before any progress can be made on cycle infrastructure improvements outside the town, there needs to be contact with, and general support from, the relevant adjoining Parish Councils, particularly Binsted, Chawton, Farringdon, Froyle and Worldham. The possibility of a proper cycle facility along A31 to Farnham (serving Froyle and Bentley) should be actively considered.</p>
2c	TRAP12	Improved bus services within the town	Service 65 removed route to the Manor and Wooteys July 2017, replaced with an additional service 9 (Monday to Friday only). Discussions on going in respect of Saturday service by way of taxi-share or community bus.
2c	TRAP13	Improved bus accessibility between Alton and the outlying villages	Service 65 retained during 2017 review. Discussions with Stagecoach in early 2017 established that additional service to Chawton utilising the 64 not possible due to timing constraints.
2c	TRAP14	Improved late evening bus services to other towns	
2c	TRAP15	Co-ordination of rail and bus timetables at Alton Station	64 and 65 both drop off/pick up at Alton Station
2c	TRAP16	Direct train connection to Guildford and redoubling of track to Farnham	Direct trains from Farnham to Guildford commencing December
2d	TRAP17	Additional spaces for off-street parking	No additional spaces proposed at this time as EHDC have stated car parks are not operating at capacity. EHDC have terminated the agreement with ATC for spaces within Lady Place car park which has necessitated ATC re-letting Hampshire County Council
2d	TRAP18	Levels of charging in off-street car parks	<p>EHDC increased parking charges as of June 2017 despite strong opposition from ATC. EHDC eventually offered free parking at Yuletide and Small Business Saturday.</p> <p>Review Meeting held with Kathy Fowler and Ingrid Thomas February 2018 – Clerk requested comparable statistics which were presented to Full Council in April 2018 showing a decline in parking numbers although an increase in income. Ingrid suggested a review of parking in Alton would be carried out shortly.</p>
2d	TRAP19	Very short stay parking	See TRAP 18 above.
2d	TRAP20	Parking control measures	ATC has introduced 4 hr restrictions at selected open spaces to increase availability of parking for users of parks and open spaces by restricting business use of spaces.
2d	TRAP21	Parking for coaches	<p>EHDC has agreed to make the lorry parking behind Iceland available and signed for coaches.</p> <p>ATC offered Anstey Park and Jubilee Fields for parking for tourists to Chawton during summer 2017 JA 200 events and have continued to offer this in 2018</p>

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2d	TRAP22	Station parking	Main car park is operating at full capacity but overflow not being utilised as issues over paying the third party provider for pay and display. Knock on effect along residential roads surrounding. Station Forecourt improvement scheme will not alter available parking spaces.
3b	CHAP3	Community Hospital	See Policy CH3
3b	CHAP4	Monitoring the provision of all health and care-related services	North Hampshire Clinical Commissioning Group will give an update on the outcomes of Alton's strategic health service review, and what that means for residents at the Community Forum on 31 st October.
4a	EDAP1	Future school, nursery, and pre-school provision	<p>Expansion approved to Butts School. Planning approved for new nursery next to Anstey Park. Clerk spoke with Martin Shefferd (HCC) on 6th March 2018 in respect of future Confirmation that the approved housing in Alton is served by the expansion of existing schools. There will be an increase of 210 places at the Butts and St Lawrence through expansion which will cater for the requirements of 978 new homes at Cadnams, Will Hall Farm and South Alton. Wooteys is currently not at full occupancy it can take 90 and currently has an intake of 62/63.</p> <p>The preference now is to expand current schools rather than provide new as these have to be free schools however if seeking a site for a new school the requirement is for a 2 hectare, flat, regular shaped site to accommodate a minimum of 420 school places, car parking and open space. 420 places = 1,400 new homes and the school has to demonstrate that it would be full by the end of year 3. Consideration also has to be given to the surrounding area and their provision inc. Chawton and Four Marks (which is going to 2 form entry)</p> <p>In respect of secondary education, Eggars and Amery Hill are able to accommodate the developments coming forward. There will be a 1200 capacity school being built at Whitehill and Bordon and Bohunt has just introduced 6th form so Alton College not at full capacity.</p>
5b	ESAP8	Land for industrial and commercial business parks	<p>Outline application for 7hectare site at Lynch Hill withdrawn as refused by Planning Committee February 2018. Now resubmitted.</p> <p>Wilsom Road application refused and dismissed at appeal.</p> <p>Land at Holybourne Roundabout for Services dismissed at appeal.</p> <p>Tesco site still for sale.</p>
5b	ESAP9	Achievement of the appropriate mixed use development of the brewery site	Development Brief completed summer 2016. CALA home appointed to develop the site Pre-app still awaited.

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POLICY AND RESOURCES COMMITTEE			
OBJECTIVE	POLICY NUMBER	DESCRIPTION	STATUS
3a	CHAP1	Community Centre	Public Consultation on options for a new community facility on the former brewery site is took place March 2018. One option may be to replace the existing community centre with a new build on this site. Another maybe to take an offsite financial contribution and refurbish the existing facility and/or other facilities. All options put forward being tested for viability before a further consultation in September 2018
3a	CHAP2	Sports Centre	20-year contract, agreed at EHDC's Full Council meeting on 23 February 2017, sees Everyone Active run all three facilities on a day-to-day basis. The agreement commenced 1 st April 2017. The new facility at Alton is being built on the current site, next to the existing centre which will continue to be used while the new facility is under construction. It will include a six lane 25m pool, a six court sports hall, two fitness studios, squash courts and a gym. It will also provide a destination spa, clip and climb and a soft play area and crèche. Reserved matters planning application granted 9 th March. ATC represented on the Project Board. LC to engage with EA on additional sports to be included in offering. Meeting with ATC and Alton Gymnastics held in May to establish their requirements for offsite provision.
5a	ESAP1	Establishment of Town Centre Management function	BDM appointed on 15th August 2016 on a three year project. See Business Development Report: April 2018 – June 2018 in Appendix for most recent report to Full Council of work streams.
5a	ESAP2	Flexible leases and other incentives to business start ups	Flexible leases are already available on Town Council properties, and it is a long-term project to gauge appetite for flexibility from private landlords. Response has been mixed, but there have been favourable outcomes.
5a	ESAP3	Maintenance of unoccupied high-street property	A long-term project is underway to ascertain who owns or holds a significant lease over the empty properties in the high street, and to then develop a plan around what may be best for that part of town and the work required by the landlord/tenant/council to improve the appearance of that property. The Retail Improvement Grant Scheme was set up with this ESAP in mind, but the funds were primarily used by businesses to improve customer service rather than the aesthetics of the premises.
5a	ESAP4	Primary and secondary shopping-area boundaries	Consultation will take place as part of the review of the local plan. The Town Clerk has met with Glynis Watts, accompanied by BDM to look at options for Primary and secondary shopping-area boundaries given the current uses of the High Street and changing focus.

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5b	ESAP 5	Promotion of the town as a business location	<p>Work to promote the town as an attractive place for business is ongoing, and conversations with interested parties take place on a regular basis for many different properties and businesses. Work is beginning on a prospectus to attract new business to the town. This is part of the programme to target appropriate business sectors into the town.</p> <p>Research into the provision of an enterprise centre has begun, but the limited appetite from micro businesses has meant that investigations into possible funding streams has not yet taken place.</p>
5b	ESAP6	Business communication systems	Working with Hampshire County Council and their rural broadband programme to ensure that any upgrades available for the current provision are utilised.
5b	ESAP7	Business links to local education establishments, and enhancement of local career opportunities	BDM in regular contact with ACCI, not for profit training organisations, secondary schools and colleges in Alton to assist with career opportunities. Assistance with independent advice and guidance and engagement with businesses to enhance their CSR and employment reach is ongoing and has proved to be successful to date.

OPEN SPACES COMMITTEE

OBJECTIVE	POLICY NUMBER	DESCRIPTION	STATUS
2b	TRAP5	Footpaths, alleyways, and public rights-of-way	Cllr Pam Jones appointed to the ADRA Wey Walk group to consider this new pedestrian route and signage. Town Council continues to hold regular Footpath Wardens meetings and run the Annual Walking Festival
2b	TRAP6	Improved signage for pedestrians	<p>Additional directional signage ordered to assist tourists in accessing Chawton from the Butts. The re-development of Alton Station works scheduled for 2018 will also include provision for new signage. Open Spaces Committee asked for Open Spaces Map to be included in the new town map to facilitate access – now completed and published May 2018</p> <p>New main Entrance signage for ATC owned Public Open spaces installed April 2017. ATC undertook refurbishment of the town centre finger post signs summer 2017.</p>

COMMUNITY AND EVENTS COMMITTEE

OBJECTIVE	POLICY NUMBER	DESCRIPTION	STATUS
3c	CHAP5	Promotion of the usage and financial health of the town's amenities	

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Business Development Report: April 2018 – June 2018

Following on from my last report to Full Council on 25th April 2018, below is a summary of activities since that date, and proposed future activities. The numbers in the first column relate to the numbers in the action plan presented to Full Council on 5th October 2016.

The Appendix to this report summarises Alton’s position in relation to comparator towns in the south of England. This is the first step in the Town Council’s decision-making process for the economic development programme. The role and its funding will conclude in August 2019, and any decisions about budget allocation for the next financial year will need to be considered at the budget-setting workshop in November 2018.

FOR DECISION: Councillors are invited to consider scheduling an interactive workshop session during September to discuss the future of the economic development programme in preparation for the budget setting workshop in November

Engagement

1.	<p>Interesting meeting with Handlesbanken to discuss funding levels and business take-up. Meeting new micro businesses in Alton to discuss requirements. The main call from micro businesses is access to business data to assist with their own business development. A possible action for ATC would be to provide online centralised business data, which would need to be set up (costs involved) and maintained regularly by an administrator</p> <p>Town Team meeting to focus on strategic priorities. The team is now business-led (as intended) and therefore outside of the remit of ATC, but all three councils are included in the meetings/copied into the minutes. Recently boosted by a press article about the improvements at the BT Exchange. Discussing, amongst other things, support for Small Business Saturday/Yuletide, street scene, tourism and funding for tourism research, business improvement district, Business Basics Fund, and a business/exit survey. ATC action to continue to support and action where appropriate. Attended the ATCM Retail & Leisure Trends Summit to share ideas and best practice about the future of the high street. Confirms local evidence of change in consumer habits and the decline of retail purchasing generally (both in store and online). ATC boosting morale about the town centre through editorial regarding EVE moving to Market Square and the strength of the town centre.</p> <p>Discuss with local businesses their concerns about the town and their thoughts for its evolution, along with local residents referred through the Chamber/Alton Matters, including sporting provision in the town and change of use requirements to enable continuation.</p> <p>Start application process for the Great British High Street Awards and liaise with Damian Hinds MP, EHDC, ATC and Town Team to facilitate research opportunities. Positive PR generated from the application process will aim to boost morale in the town, with a potential award of £10,000 for the successful applicant.</p> <p>Continuing to work with Wey Valley Radio, regular features in the Herald and plans to increase business coverage through social media channels.</p>
23. 28.	<p>Working with Alton College to assist with their T-Levels programme. With the College being one of few pilot colleges for the scheme, it is important that ATC supports the scheme to ensure the success and ability of the college to attract and retain students and promote the employment opportunities in the town to ensure their economic input to the town.</p>

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	Improving access to information through the Enterprise Adviser Network (EM3 LEP project). Discussing with the Consortium, who are co-ordinating the scheme, and EHDC, and linking them with local schools (Alton College, Alton School, Eggars) and employers to ensure that any work experience or interview practice is business-led. This very much supports the T-Levels programme and the UnLoc programme at the college. Part of the organisational board for the New Directions fair in October. EHDC funding and ATC providing information and support for keynote speakers, business attendance and advertising generally.
3.	Discuss with EHDC planning team, town clerk and place-shaping portfolio holder to discuss ideas in respect of primary and secondary frontages and the future high street retail mix. ATC might consider using this discussion as a topic for a forum later in the year.

Street Scene

8.	EHDC and ATC both worked towards improving street scene in advance of Regency Week. EHDC cleaned car parks, in particular the cover in the Turk Street car park, and ATC cleaned around the bus stops, and generally down the high street and major alleyways.
10.	The Retail Improvement Grant Scheme payments will be made in the next few weeks, and will be re-run the programme in the autumn using the previously successful applicants to promote it.
12.	Signage is being renewed or replaced, but the team members at EHDC have recently left and new members are yet to be assigned to this project. ATC continues to liaise with EHDC regarding adequate signage at the train station when the forecourt is improved. The town clerk is also liaising with the engineer regarding pedestrian and cycling signage for the Butts roundabout.

Business Support

16.	Working with local organisations to provide innovative use of existing space. Discussing existing models in Bordon with Bookers & Bolton and how they could assist, contacting seats2meet, Signal, BASE, DWP and private organisations regarding the cost/income generation/space availability. This project is ongoing, because the space would have to be accessible to all and at all times, and businesses have yet to indicate whether a digital and/or physical space (which would require administration) would be welcomed. Further research into townwide WiFi and funding following the failure of the EU Funding Bid (due to a technical error with their system and not related in any way to our application) leading to ATC/EHDC possibly funding and running the project through alternate means.
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Inward Investment, Training and Accessibility

19.	Supporting a Google Garage Day in the town. This is a digital training day for SMEs to understand and utilise ecommerce. ATC to promote and input into the programme with business queries pertinent to the town.
26.	Rural engagement project to link Alton to outlying rural enterprises. Meetings with Winchester CC, Test Valley BC, and i-know ltd. Also meeting with NFU and EM3 LEP. The potential value to Alton in having more businesses located in nearby rural locations manifests itself in the provision of housing for the businesspeople and their spending power.

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	<p>Working on the LEADER funding programme and attending meetings to discuss applications and providing good practice advice and application assistance to local organisations (the applications did not progress, primarily due to the narrow remit of the fund). Assess new Innovate UK Business Basics Fund (aimed at increasing productivity in SMEs through digital advancements)</p> <p>Assessing best practice models of other councils to enhance the Alton programme. Discussing the Frome model with their economic development manager and EHDC, attending the Winchester Unconference, and contacting Faversham, Herriard and Alresford for feedback and briefing papers. This information all goes towards informing the Local Plan, Neighbourhood Plan and proposals for the future of the economic development project in Alton.</p>
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Tourism

31.	<p>Ongoing discussions with tourist attractions to ensure ongoing economic benefit, including meeting with Hattingley Valley vineyard to see if the Wines of Hampshire group could encompass a visit into Alton (as its closest public transport hub), Mid Hants Railway to discuss better links with Alton, Chawton House regarding Storystock, Meon Springs for transport, Gilbert White's House to discuss coach tours in/out of Selborne/Alton (part of the HCC Literary Greats initiative). Continuing links with the Petersfield Visitor Centre and Winchester TIC to ensure Alton remains a focus in the area.</p>
34.	<p>Assisting in the preparation for Regency Week – delivering leaflets and posters and ATC providing additional street cleaning. Coordinating launch of Jane Austen film with end of tourist season/start of 2019 programming. The aim is to attract foreign visitors (primarily Americans) and to retain them for longer than one day. To support this project, also meeting with the Angel hotel to talk about tourism provision and hotel requirements in the area. Supporting the ATC programme of Alton as a walking destination. Walkers are Welcome being supported through the Town Team, ATC and businesses.</p> <p>Working with HCC (tourism officers' forum and Literary Legacies project), and RM Communications – an EHDC contract - (press coverage of Regency Week in the Telegraph and the Independent, Alton-centric competition in Take a Break magazine) to improve media coverage of Alton and its cultural links. Provided information about Alton to a tourism journalist staying at the Hawkley Inn, to encourage an extended visit into the town.</p> <p>Update tourist information points across the district with Alton-centric literature, including the Kingsley Centre and discussing transport provision and travel education.</p> <p>Research cycle hire for the town with cycle hire providers in the New Forest and Alice Holt, officers at EHDC and HCC, and submit EU grant funding application for £53,000 (awaiting decision).</p>

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Appendix 1

Leading into this final year of the project, Councillors will be keen to understand what has been achieved, what was beyond the reach of the programme, and what the town aspires for in its economic development programme in the future. A common theme has been where the comparators for the town are. Alresford, Farnham and Petersfield are often mentioned. However, of those only Petersfield is a true comparison – being a market town with a train station providing services direct to London.

Alresford

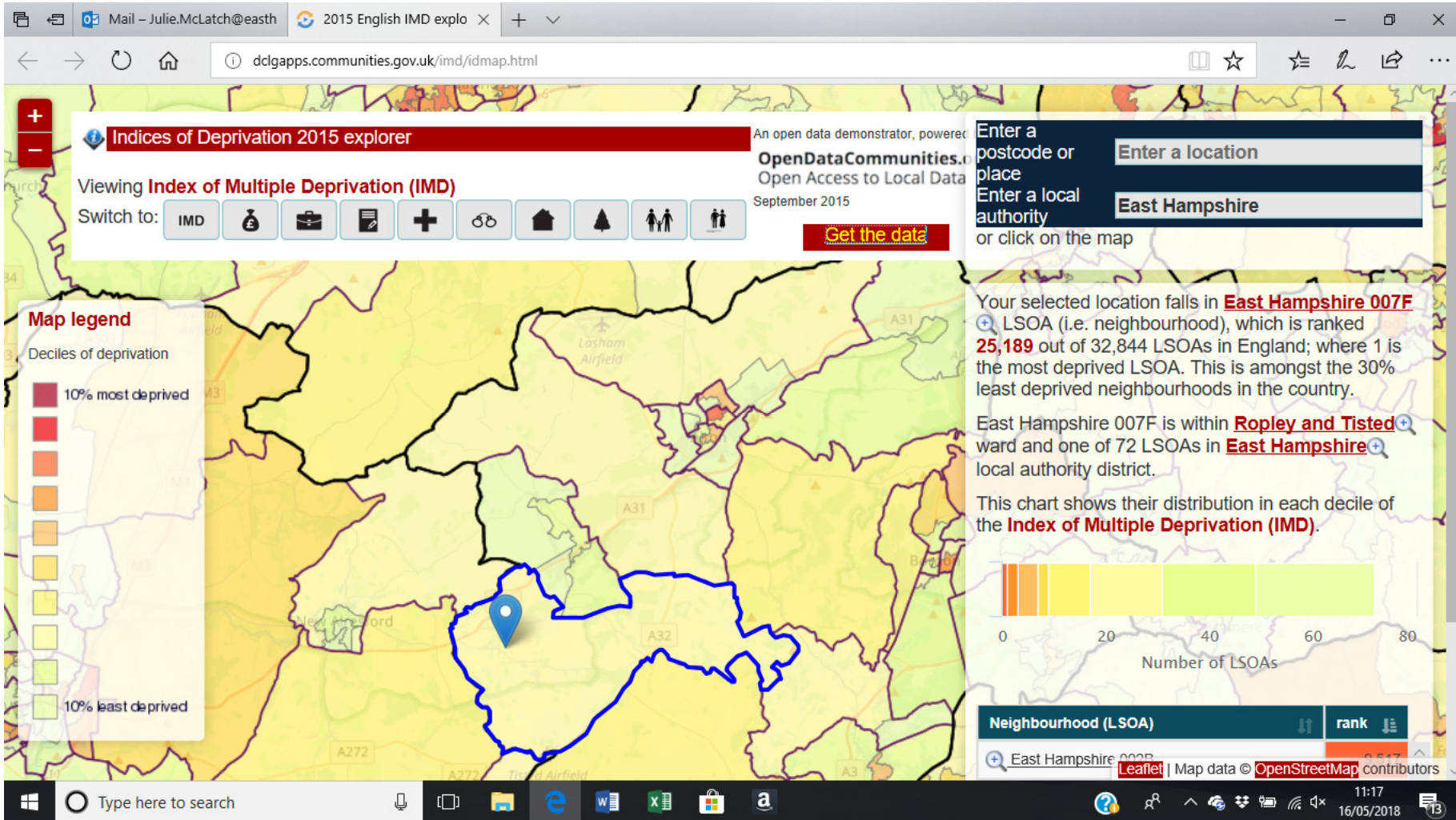
Talking to Alresford Chamber of Commerce, Alresford doesn't feel that it is doing better than any other area. Recently retailers objected when Steve Brine MP wrote to local businesses congratulating them on doing so well. They responded to say that footfall was down, the last 6 months had been incredibly tough and high rent and rates were an ongoing battle. In addition the businesses believe (following a Chamber survey) that a cut back in the bus service has resulted in more people driving into town, and the town is at least 80 spaces short to be able to cater for them all.

Alresford Town Council subsidises the Chamber's scavenger hunts. For Christmas the Alresford Chamber bought 150 trees for the shops and sold 109 – making a £5k profit for the Alresford Pigs charity. The difference between Alton and Alresford, according to the Chamber, is engaged retailers. This is attributed to more city workers changing their lifestyle and opening businesses in Alresford – bringing with them wider talents and greater understanding of external-facing marketing and the proactive interconnected nature of commerce. Very much a “don't complain, be a part of the solution” mentality. Alresford as a town would like to see more events in town, bringing more people in, and is appealing to its local demographic by, for example, promoting 'dogs are welcome' in the shops. Interestingly, a recent Meridian news article was about how younger couples were looking to leave Alresford because they thought it was “too boutique” and not affordable to live there.

The difference in rents is significant (Alton rents in some cases are a third of Alresford rents). Alresford Chamber has an active programme of welcoming new businesses and encouraging events to take place to invite other businesspeople in.

The DCLG Index of deprivation (below) is a good indicator of the very obvious differences between Alton and Alresford. Red indicates the most deprived areas, and white is the least deprived. On the map you can see that Alton has some noticeable areas of deprivation, and the mix of high street shops caters for that whole demographic mix. Following the A31 southbound on the map you can see that Alresford is amongst the least deprived areas in the country.

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Talking to businesses who are based in both towns, footfall seemed to be affected by the change in parking charges in Alton, and staff members have used the cost of parking as a reason to leave.

Another interesting discussion was that the businesses were unaware of the projects running as part of the Town Council's economic development programme – and having established that their preferred method of communication is social media they have realised that they do not follow any of the Town Council social media channels and had not seen any of the Town Council messages shared by other business groups in the town.

Comparators

ALTON TOWN COUNCIL NEIGHBOURHOOD PLAN MONITORING PLAN – JULY 2018

Alton is a market town with a mainline train station into London. The best comparators are therefore those with the same/similar attributes. These are (Alresford and Farnham have been included for completeness):

Town	Alton, Hants	Alresford, Hants	Petersfield, Hants	Haslemere, Surrey	Faversham, Kent	Didcot, Oxon	Witham, Essex	Farnham, Surrey
Population (2011 census)	17,816	6,000	14,974	16,826	19,316	25,140	25,353	39,488
Vacancy rate (2016: against a nat. ave of 11%)	8.7%	Not available	11.9%	3%	6%	Not available	Not available	7%
Key demographic	Well-off couples, prefer post and online contact	Well-off couples, prefer post and online contact	Well-off couples, prefer post and online contact	Well-off couples, prefer post and online contact	Elderly homeowners, prefer post/landline contact	Young families, prefer mobile/email contact	Limited-income families, prefer mobile/landline contact	Well-off couples, prefer post and online contact
2ndary demo	Comfortably-off families with children, prefer email and mobile contact	Homeowning and employed in rural areas, prefer online and face to face contact	Comfortably-off families with children, prefer email and mobile contact	Comfortably-off families with children, prefer email and mobile contact	Comfortably-off families with children, prefer email and mobile contact	Older families who have lived in the same place for many years, prefer face to face and online	Young families, prefer mobile/email contact	Comfortably-off families with children, prefer email and mobile contact
Ranking of "Senior Living"	6th	3rd	3rd	4th	1st	4th	4th	4th