



Town Centre Vision

By the people of Aldershot

Facilitated by Aldershot Civic Society

Version 4

November 2019

DRAFT

Introduction

Aldershot town centre is rich in unrealised potential. With its strong sense of community, Victorian built heritage and royal history, well-kept public gardens and parks, large-scale development opportunities, and a diverse and growing community.

Aldershot's communities are ambitious for the future. Our town is underperforming and we want it to improve. The story of Aldershot's decline is well-rehearsed in both local and in neighbouring communities, and it is crucial to shift the directions of local conversations to focus on our assets and potential.

The sustainability of our town builds on the success of the town centre across a range of areas, including the economic viability and social vibrancy of the town centre, as well as on ensuring our town can respond to climate change in the future.

Key themes have been identified that impact significantly on our town's present and hold both potential and challenges for its future:

1. Communicating Aldershot
2. Future development
3. Public Realm
4. Feeling Safe
5. Transport, access and movement
6. Entertainment, events and activities
7. Facilities and services in town
8. Retail, restaurants and cafes
9. Incentives for new businesses
10. Transition period

The community's Vision for Aldershot Town Centre

Aldershot is a place to belong. A place to enjoy spending time as well as serving functional/traditional high street needs for shops, services and food and drink. A home for town centre residents, and a social gathering place that engenders our diverse communities and supports the public and visitors to meet and commune.

Arrival into town is positive, welcoming, and easily legible with design of public realm, views of landmarks and wayfinding tools all contributing.

Sustainability is woven through all new development and a range of transport options are enabled through the design of the town centre's public realm and traffic management.

Aldershot offers start-up opportunities and supports people to realise their dreams.

Aldershot's offer recognises who is the town's potential audience: people living in Aldershot and nearby towns, as well as drawing people in from a wider area for specialised events, shops and activities.



Communicating Aldershot

1. Communicating Aldershot

- 1.1 Aldershot has a long and proud history, and a bright future. Strategically communicating the many qualities of the town and its surroundings is crucial during the town's imminent development. Communications will support the physical transformation, reaching both the town's existing residents and users, as well as an external audience.
- 1.2 A well-executed communications strategy will support the coming period of transition whilst the planned large developments take place in the town centre.
- 1.3 There is a strong feeling that the theme of the town should not be focused solely on the military, but also look forward to the future of Aldershot, which is likely to become something different. The military history of the town is important to many residents and is seen as something to tastefully build into the fabric and communication of the town.
- 1.4 The town is entering a new era and it would be a mistake to characterise Aldershot as a historic garrison town.
- 1.5 The town theme should encompass the town we want to become rather than what it was and should make the most of what we as a town and community have to offer.

“Information point in centre to answer people's questions and tell them about things.”

Anda Ciciovan

“Improvement of 'visit Aldershot' section of Visit Hampshire website.”

Marc Jarvis

“Bring the Tourist info office out of Princes Hall back into central parts of town into empty retail space to enable better communication.”

Duncan Binnie-Ritchie

“Gentle use of military connection.”

James Morgan

“Identify historical heritage with contemporary signage.”

Tim Bennett

“Utilise all major roundabouts coming into town to show well made and thoughtful/artful banners advertising upcoming events.”

Duncan Binnie-Ritchie

“Promote town facilities with brown signs.”

Beverley

1. Communicating Aldershot - Ideas

- 1.6 Strategic communications: Change will be communicated using a coherent language, including visuals and graphics, as well as through strategic wording to emphasise opportunity and assets.
- 1.7 Aldershot assets to communicate widely:
 - 1.7.1 The historic buildings in the town are a common point of reference and provide a visually inviting dimension to the branding of the town.
 - 1.7.2 Aldershot is surrounded by green space and heathland.
 - 1.7.3 Aldershot has fabulous and well-maintained parks and gardens
 - 1.7.4 Aldershot's communities are diverse and the town is richer for it
 - 1.7.5 Aldershot has a rich history, including royal connections and military achievements.
 - 1.7.6 Existing well-established and emerging industries (IT, leisure, etc.)
- 1.8 Central physical point of information: There should be an information centre located at the point where residents gather to attend events and activities in the town centre. This place will bring together information about what to do, where to go and where to stay; tickets for events and up-to-date accommodation information will also be available. The information centre should offer deals on local attractions. This point should act as the hub or start point for town walks, trails and activities.
- 1.9 Website: The information provided at this point should be reflected in a well maintained 'Visit Aldershot' website which is phone compliant.
- 1.10 Aldershot Phone App: The Aldershot Civic Society are interested in investigating a 'what's on in Aldershot' phone app to enable easy access to information about the town in general, and about specific current activities and opportunities.
- 1.11 Business Improvement District: Setting up a BID such as is successful in neighbouring towns like Camberley should be explored.
- 1.12 Physical promotion of attractions: There should be brown signs or equivalent at the gateways to the town which promote Aldershot's many leisure facilities.
- 1.13 The town's richly diverse population could be celebrated through multinational flags in Station Road



Future
development

2. Future development

- 2.1 The proposed investment in the town centre is welcome and an important route to improving the prospects of the town in a number of ways, including offer, perception, and activity.
- 2.2 The very large developments currently proposed for the town centre (Union Street East (Rushmoor BC), The Galleries, The Arcade and the multi-storey car park (Shaviram) will have an enormous impact on the future of the town. It is crucial that this impact is positive, both in terms of place and the social and economic vibrancy.
- 2.3 Development of homes is also welcome, providing homes for people who need them whilst building the resident base of our community and supporting a more vibrant future for the town. We understand the monetary contribution homes make to the financial viability of any proposed developments, but stress the need for a proportionate amount of accommodation to be provided, including at the very least policy compliant affordable housing provision of 20% of homes being affordable (of which 70% social rent, 30% intermediate sale).
- 2.4 Any and all developments that occur within Aldershot town centre should be contemporary high-quality designs that support and underline the heritage qualities that are already present in the town and enhance and contribute positively to the existing Victorian historic built fabric.

“New development to keep in line with existing historic architecture.”

Kelly Chambers

“New buildings should be of a good quality.”

Tim Bennett

“Great care is needed not to destroy the Victorian buildings unless absolutely necessary. New buildings should be sympathetic to the surroundings.”

Gary Moir

“Create new feature buildings to produce a unique talking point for the town.”

Duncan Binnie-Ritchie

“New commercial units all have shop fronts that open up to let the business spill onto the street either for daily business or special occasions.”

John Parsons

2. Future development - Ideas

- 2.5 This section is awaiting decisions from a workshop to be held in Jan 2020.
- 2.6 The society is in conversation with Rushmoor Borough Council (RBC) to become part of the consulting process in the future development of the town, representing the opinions of a wide demographic of residents. The look and feel of future developments is very important to residents and we are in the process of understanding RBC's approach to development as compared to other councils.
- 2.7 As a response to the RBC led arts consultation in October 2019, creating momentum within the arts community to enable the creation of a 'Maker's Yard' as hypothesised in the council's new development is something that residents of the town clearly support. So as a result, we hope to support this by setting up an arts hub at the West End Centre to support the Art Festival in 2020 and from this build a community that would be able to sustain a maker's yard in harmony with the existing facilities at the West End Centre.

DRAFT



Public Realm

3. Public realm

- 3.1 High ambitions: The look, feel, and usability of Aldershot Town Centre is absolutely key to its future success in both economic and social terms. It must be welcoming, and invite visitors to move around to use shops and facilities, to linger, and be accessible to all. Most importantly of all, it must be a delightful place that people wish to be in.
- 3.2 The way people are able to use key spaces in the town centre and move between them must be carefully designed so that people can gather around events at focal points whilst others move freely around them.
- 3.3 High quality: investing in good quality materials and design is important as it sets the tone higher and is a better use of public money.
- 3.4 Aldershot has a large number of mid to higher earning residents who would like to use the town centre more and who could be enticed by a feel of higher quality, reflected in the space and type of retail units.

DRAFT

“More attractive shop frontages. Tidy up. Clean up closed shops, take away overall 'shabbiness' of the town.”

Rachael Measey

“More green infrastructure: trees, flowers, shrubs – better paving.”

Stephen Dawson

“We would like 'new' projects to incorporate or empathise with the Victorian heritage/architecture.”

Fiona Wassan

“Nice flowers and shop fronts.”

Melissa Jarvis

“An opportunity to create a town square/hub.”

Justin Coll

“More seating!”

P.W. Stockham

“Make art to give people who worked on it something to own and to see when they come into town. Make Aldershot unique.”

Sue Moore

3. Public realm - Ideas

- 3.5 Community spaces: One or more areas for public entertainment should be created centrally in the town centre, with seats and easy access to refreshments from a café in the immediate proximity. Spaces such as these should not obstruct shop fronts but feel integrated with them. Ideally, removable cover should be available to ensure that on rainy days, entertainment can still take place. Power should be available to these spaces without trailing cables untidily.
- 3.6 Public toilets: should be easily available, free of charge, from the new public entertainment spaces.
- 3.7 Shop fronts:
 - 3.7.1 Shop fronts on new, comprehensive developments should be able to open up and allow the businesses to integrate with street life.
 - 3.7.2 Cafes and restaurants should be able to set tables and chairs out in front of their shop to enhance the atmosphere.
 - 3.7.3 Shop fronts should be finished to a high standard and maintained. Vacant shops should not spoil the atmosphere by looking neglected and untidy, this is fundamental to the look and feel and should be addressed. The same standards should apply to occupied shops.
 - 3.7.4 Traditional shop frontages are popular, it is felt strongly that the signage on shops should be in keeping with the shop front, not cheaply printed and stuck on. Any new money or initiative on this should have a set of standards attached to it – a retail frontage code.
- 3.8 Street furniture: Street furniture including new, well positioned seating should be in keeping with the traditional feel of the town. Benches should prioritise function over form and enable people with mobility issues to rest at regular intervals.
- 3.9 Greening Aldershot:
 - 3.9.1 New and updated public realm incorporate existing trees and incorporate further trees and planting to green and soften the new spaces.
 - 3.9.2 The existing flower planting around Aldershot should be continued in any new/updated spaces to create a sense of coherence and bring delight.
 - 3.9.3 Community planting projects can support and enhance these efforts and support community coherence through bringing together people from across Aldershot's diverse communities
- 3.10 Cleanliness: The tidiness of the town centre is very important as it affects perceptions of the town, the council, and community. Litter bins, including a proper commitment to having regular and recycling bins adjacent to each other, should be well placed and in keeping with the traditional feel of the town. They should be regularly emptied.
- 3.11 It should be easy to navigate into and around the town, on foot, by bicycle, and car. This could include wayfinding mechanisms (such as signage, design of elements of the public realm, enhancing sightlines etc.).



Feeling
safe

4. Feeling safe

- 4.1 The town centre should be somewhere that people feel a sense of safety and belonging, no matter their needs or abilities.
- 4.2 New public realm and buildings can help people to feel safe by pre-empting potential issues and designing them out.
- 4.3 Feeling safe relates to how active the town is, and the types of activities taking place.
- 4.4 Provision should be made to proactively address issues which make people feel unsafe, such as anti-social behaviour. This is particularly important at key places where opinions about the town are formed such as arrival places like the railway station and around shops, restaurants and bars.

DRAFT

“Take responsibility for maintaining Aldershot's community by having better facilities and centres for young & old people.”

Cristobel Soares

“More police community patrols.”

Kyle Russell

“More police addressing anti-social behaviour. Visible enforcement.”

Mo Shepherd

“Visible enforcement funded with contributions from businesses.”

Stuart Trussler

“More police presence & NOT criminalising the homeless.”

Deborah Waser

“Give more support to rough sleepers/people with substance abuse issues so they are safe and can change their lives.”

Monica Farrow

“Connection between church and council for the helping of the drug-addicted.”

Molly Sutherland

“A social/community space (community or council owned) where people can go to play games (darts/snooker/board games etc.) and have the opportunity to meet other people. This could include a bar or cafe.”

Lewis Tonks

4. Feeling Safe - Ideas

- 4.5 We should be encouraging visiting returns
- 4.6 Dementia friendly town centre
- 4.7 Good lighting on roads, streets and in car parks are good deterrents to would-be criminals
- 4.8 Anti-social behaviour should be discouraged through for example lighting, access, 'eyes on the street, etc. and without defaulting to CCTV which comes with a raft of maintenance and operational issues and rarely results in resolutions.

DRAFT



Transport, access and movement

5. Transport, access and movement

- 5.1 An easily accessible town centre promotes its active use. Aldershot town centre should make it an attractive option to go to town, whether for a short errand, to meet a friend for a drink, or to spend the day visiting local attractions and stores.

To be developed at the workshop on Wednesday 20th November 2019.

DRAFT

“Limited free parking for making purchases in the town centre.”

Mrs S Hamill

“Good travel links to all [heritage] sites around the area. Cycle paths to allow easy/safe access. More active travel/world class cycle infrastructure to future proof town.”

Gary Ridley

“Lifts to get across the railway for people with limited mobility and buggies.”

Maja Luna Jorgensen

“Town link, affordable, eco-friendly e-buses with accessibility, level access and clear signage.”

Monica Farrow

“Free shuttles from the major out of town developments into town (e.g. garrison).”

Paul Vickers

“Safe cycling into town centre. Places to leave/lock cycle.”

Kate Anderson

“Electric charging points in more places.”

Anne Stewardson

“Maintain lifts and escalators to a good standard.”

Lynn Lassiter

“Electric bike hire. Maybe close High Street on Saturday and Sunday to vehicles.”

Pia Sammut

5. Ideas

- 5.2 Short-term free parking: The town should be easy to 'pop-in' to. A short period of free parking, such as half an hour, would encourage people into town. The provision of this might be on street parking and/or within car parks.
- 5.3 Movement from new bus stops and the train station should be easy for everyone, including those with limited mobility.
- 5.4 Pedestrian access to town should be re-evaluated and unnecessary street clutter removed allowing unimpaired wheelchair and push-chair access. This could take the form of a (community) survey of the streets to identify unnecessary street clutter for removal or tidying up
- 5.5 Access to town from the far side of the railway is limited by the footbridge in East Station Road. An alternative solution should be sought to allow access for those with limited mobility, wheelchairs and pushchairs.
- 5.6 Cycling is an important part of access to and around town. There should be well maintained and signposted cycle routes. To encourage people to cycle, there should be secure cycle storage options in town at strategic locations.
- 5.7 There should be provision of adequate parking for an ambitious town, making sure that the success of the town is not limited by a reputation for difficult parking.
- 5.8 There is a preference for 'pay on foot' parking (pay on return to car)
- 5.9 Bus services need to enable people from Wellesley to get into town with ease.
- 5.10 Access to town by bus should be reviewed to encourage people from the outlying areas to come into the regenerated town.
- 5.11 Charging points for electric vehicles should be located in strategic locations around town to promote the use of the modes of transport.



Entertainment, Events and activities

6. Entertainment, events and activities

- 6.1 Events, entertainment and activities are the key to creating a town centre that Aldershot residents are proud of and attend regularly. They offer people an additional reason to visit the town centre and increase the footfall which will in turn increase the prosperity of businesses in the town.
- 6.2 A town centre focused on entertainment, events and activities gives an increased sense of pride, ownership and by association, safety.
- 6.3 A diverse range of activities will attract all the residents of Aldershot into the town.

DRAFT

“Use central open space (as the lido has been used) for mime/art/music – involve the West End Centre.”

Frances Osang

“I would like town walks”

Wendy Harris

“Cycle race around the town, go-carting race through the town or an Aldershot town marathon.”

Waleed Khan

“History trails, plants, music and buskers. Puppet shows. Band Stand Sunday band performances.”

Pia Sammut

“A place for older people to meet and exercise.”

Anna Freshwater

“Bring a gaming and e-sports place into town.”

Justin Coll

“Encourage a dance school to set up in town.”

John Parsons

“Put things on like pool, snooker, table tennis etc. cheaply – a place to come to and a reason to come to it. Like the Games Shop.”

Mike Sutherland

“Indoor crazy golf.”

Wendy Harris

6. Entertainment, events and activities - Ideas

- 6.4 Large events such as Victoria Day are very successful but may not be as financially beneficially to retail as smaller events. Whilst we support the large events that exist, there should be regular and well-planned smaller events that draw people into town but leave them with time to use the shops, cafes and restaurants.
- 6.5 Entertainment, events and activities in the town should be of a high quality so they are in line with an improved expectation of quality within the town centre.
- 6.6 Free or low-cost activities for families with young children should be a priority as they are always looking for things to do. In the last couple of years, initiatives have been successful, but rather low budget.
- 6.7 Activities targeted at young people/teenagers [*this will be expanded*]
- 6.8 Street entertainment is popular with Aldershot residents. It adds vibrancy to the street scene and if it is done well, enhancing the sense that 'something is going on'. This should create focal points around which opportunities for cafe culture and social gathering are maximised.
- 6.9 Street entertainment should involve local artists, making the most of the expertise of the West End Centre, Princes Hall and young people from Local schools and colleges.
- 6.10 Events of a similar size to the Playfest are popular with residents. This particular event brings together the expertise of an existing business and it is unique to the town. [*The ideas page that accompanies this document contains the suggestions for other such events. – include the list we took to RBC*]
- 6.11 Festivals focused on specialised food and drinks offer could attract a different crowd to more broadly targeted large events.

7. Facilities and services in town

- 7.1 The town centre facilitates access to local services and provides places for communities to come together. A range of services and facilities in the town centre adds to the vibrancy and usefulness and encourages different people to come to the town centre and spend time there for a broad variety of reasons.

To be developed at the workshop on Wednesday 20th November 2019.

DRAFT

“Bring the library into town and combine the army and garrison libraries.”

Lynn Lassiter

“Accessibility needs addressing for disabled people.”

Cristobel Soares

“The museum should be in the town centre.”

Mo Shepherd

“Community Centre Incorporating a museum.”

Peter Winning

“Free WiFi in town.”

George Ocaya

“More community art/involve schools. Projects to create street art as the library mural was created.”

Rachael Measey

“Bring back a creche to town.”

Margaret Sands

“Community centre with café.”

Marie Bailey

“Centre for teenagers where they can find help.”

Anda Ciciovan

“Start a sure start style centre in the middle of town.”

Nicola Parsons

“Cafe for those with special needs.”

Vanesa Binnie-Ritchie

7. Ideas

- 7.2 There is great support for moving the library into town. This could dovetail with the earlier suggestion about an information centre. A modern library with a vibrant internal events schedule would be a real asset to the new space and could perform a dual role as a community centre/meeting space for all ages. The library could also host a cafe to ink to other social activities.
- 7.3 Museums are frequently mentioned by residents as something they would like to see in town.
 - 7.3.1 Any new museum should be modern and interactive so that it is popular with families. This could be combined with a relocated and reimagined library. Successful museums run events themselves and this can be integrated with the events plan for the town centre.
 - 7.3.2 Residents often mention the military history of the town, which is already commemorated and celebrated at the Aldershot Military Museum. The history of the town itself is a popular alternative as the theme for a museum.
- 7.4 Places where families can meet, such as play spaces for children, could help draw in this demographic



Retail,
restaurants
and cafes

8. Retail, restaurants and cafes

- 8.1 The economic lifeblood of the town has historically been the shops and eateries across town.
- 8.2 Residents of Aldershot want to come to a town centre that feels unique and welcoming with an independent retail offer and a variety of high-quality cafes to socialise in and restaurants to eat in.
- 8.3 Large chain retail shops are unlikely to move to Aldershot, even when it has a vibrant town centre economy as their business models have changed, so an alternative is widely endorsed.
- 8.4 Independent shops retain a much greater proportion of spending in our local economy, as opposed to chain stores and restaurants which remove funds from our community. Supporting independent local shops can help to build economic resources for individuals and the wider community.
- 8.5 High-quality retail and eateries should be the ambition. This includes giving thought to how environments look & feel and how these provide experiences, in line with the desire for increased quality across the town centre.

“Permanent indoor market. Small traders. Tapas, bakery, butcher, fishmonger, craft, toys, men's outfitters – independent shops”

Marie Bailey

“Need to encourage businesses that are online and retail.”

Frances Osang

“Places to buy food & cleaning products using reuseable containers rather than single use throw away plastic containers.”

Kate Anderson

“Later shopping hours in town to keep people flowing through town after work.”

Fiona Wassan

“Encourage individual, unique restaurants. Want diversity. Tapas, Japanese etc.”

Frances Osang

“Greater range of shops, clothing shops for the middle-aged/older shopper. Everyday and occasional wear.”

Hazel Shelley

“More clothes shops, traditional, small shops, M&S food, butcher, coffee shops in a market/piazza area.”

Pia Sammut

“Create an indoor market with bakers, cakes, fish and butchers.”

Hilda Chatbree

8. Ideas

8.6 Start-up incubator programme: Supporting new, local businesses

8.6.1 A covered or indoor space would be somewhere which would allow start-ups to open pop-up shops to test their business in an area with good footfall. Calling this space a 'yard' or similar would be a way to enhance its profile in conversation.

8.6.2 Newly established independent retailers, if set up in isolation, will be unable to attract enough trade to thrive. For independent shops to be successful, there needs to be a co-ordinated scheme that incentivises start-ups but does not allow them to be complacent. The offer should be curated so that the chance of success is maximised.

8.7 There is an appetite for traditional retailers such as butchers, bakers, greengrocers and fishmongers. This variety of retail options has been shown to work in places where they operate as a collective rather than independently. If people are to change their shopping habits, then the offer has to be convenient, as well as enjoyable.

8.8 The most popular non-food shops requested were: clothes, bike, kitchen, hardware, arts & crafts.

8.9 Markets:

8.9.1 Various types of markets feature heavily in conversations about the future of the town. A regular farmers' market, craft market, and seasonal markets would bring people into the town and add to the atmosphere. Existing shops would be able to open their shop fronts and participate rather than suffer loss of trade.

8.9.2 A traditional market such as exists already should continue with an improved visual presentation in keeping with the new developments and higher quality of public realm.

8.10 Restaurants:

8.10.1 People from the surrounding areas will want to travel to Aldershot and eat in its diverse range of restaurants.

8.10.2 A mixture of quality chain and independent restaurants would bring families with and without children into town. Aldershot already has some highly regarded independent restaurants and rather than lose these, they could be invited to position themselves in the centre of town.

8.11 It would be beneficial to create one or two visually co-ordinated and strategically positioned street food locations in keeping with the quality of the new developments. Street food brings a desirable atmosphere into public open spaces and offers a way to celebrate the diverse cultures within the town.

8.12 Independently run artisan cafes with a focus on quality of product and experience will encourage people from the proposed new town centre residential accommodation to socialise, as well as provide attractive places for shoppers to stop for refreshment. The visual appeal and atmosphere are essential to the success of these establishments.

8.13 Young people's drinking habits have changed and Aldershot needs to change to reflect this. A specialist bar selling craft beers, ciders and gin will attract younger people, especially serving new residents.



Incentives for new businesses

9. Incentives for new businesses

- 9.1 An increase in new town centre businesses uses can support local employment. Aldershot has the potential to 'grow its own', with many local people already operating small businesses locally.
- 9.2 An established pathway from a pop-up to permanent should be available, discussed, and supported from day one so that businesses can rotate as premises become available.

DRAFT

“Use an existing covered space to set up affordable stalls for pop ups and bespoke shops and traders.”

Duncan Binnie-Ritchie

“Aldershot supermarket collective – make sure there is a row of shops that enable people to buy meat, veg, bread etc. so that it is a realistic alternative to a supermarket – possibly in one unit as separate concessions.”

John Parsons

“Inside market. Small units to encourage start-ups. Fixed fees to include all costs.”

Frances Osang

“Free one hour parking to increase footfall”

Mark Nightingale

“More, smaller units in town for local entrepreneurs.”

Gillian Van Zyl

“Reduce rates to encourage retailers.”

Nikki Acott

“Encourage shops but not like surrounding towns.”

Frances Osang

“Varied types, less pound shop type shops. Lower start up rent/rates.”

Gary Moir

9. Ideas

- 9.3 The high level of business rates for retail units has been raised more often than any other issue – reducing rates could provide a useful incentive to the establishment and sustaining of new businesses.
- 9.4 Rent deals can help new businesses by enabling sound financial planning for the first few years.
- 9.5 Any incentive scheme should not enable a new business to become complacent.
- 9.6 A forum for the owners and employees of business in town should be established so that they feel part of the community and collectively have a voice. This voice can be used to give feedback and make suggestions to the town centre team at the council, including the event management team. It also provides a mechanism for the business community to speak directly to their customers. A representative of this group should attend the Civic Society to keep a line of communication with residents open, and/or the Civic Society could be offered a place on the group. The purpose of this would be to develop an understanding that the town will succeed with the right balance of events to draw people in and businesses to engage with whilst there.
- 9.7 Co-working spaces where people can flexibly access office facilities might be a good match with the demographic likely to move into the proposed 1 and 2-bed flats.



Transition period

10. Transition

- 10.1 The communication with residents and users of Aldershot during the transition is crucial. A communications strategy should be drawn up, resourced and delivered to support the intended transformation, not just of the physical fabric of the town, but also of the mental image people hold of the town. This is a once-in a lifetime opportunity to deliver positive change for the town, and the community must be brought along with the process to ensure the success of the changes taking place.
- 10.2 It is imperative that the local community is brought along on the journey of transformation. This includes through generating excitement about the future of Aldershot, and a sense of being able to influence it. Providing regular updates through a range of media will support this, as well as opportunities for people to experience live the changes happening.
- 10.3 The look & feel of Aldershot during the transition from its current situation to a regenerated social hub is essential.
- 10.4 Existing assets, such as businesses, public amenities, public spaces, etc, need to be supported through this period of transition. This includes the Wellington Centre.

“Making sure family friendly activities such as, riding, animals, making stuff, story telling, mini steam train, pop up stands like the South Bank in London etc are available for half terms and holidays.”

Nicola Parsons

“Use an empty spot as a council satellite post during development for access to [council] services and community.”

Vanesa Binnie-Ritchie

“Tidy, clean up & paint boarded up properties to look uniform.”

Kay Khan

“Use a development space (such as new town square) to create a hub for recycling in town centre.”

Kath Knapman

“Set up an exercise club in one of the vacant units.”

John Parsons

“Attractive entertainment, improve the feeling in empty spaces.”

Anda Ciciovan

“Aesthetic endeavours focus more on Arts and Culture that help generate interest in helping the town.”

Henry Douthwaite

“Utilise developer’s hoardings for planned schedule of events and to show future as it will be seen from the hoardings location.”

Dan Trubridge

10. Ideas

- 10.5 Hoardings that keep the public safe during building work will be a significant feature of the town for some years and must therefore add positively to the public realm. This could involve local people of all ages and provide a backdrop for activities and events that begin the regeneration well before new developments are opened.
- 10.6 Hoardings could include artwork made/inspired by local people, showcase what the new spaces will look like, illustrate what activities could take place in the new spaces, could involve local bodies and organisations like schools, charities, the Westend Centre, etc
- 10.7 Greening Aldershot activities (see Public realm) could be an effective way to begin to change long-held perceptions of local people about what Aldershot is.

DRAFT

DRAFT