

Are there any opportunities which you feel we have missed to improve the Town Centre, or do you have any further comments?

Thank you for your cooperation



# WHITCHURCH TOWN CENTRE

Hampshire County Council, Basingstoke and Deane Borough Council, Whitchurch Town Council and Whitchurch Association are teaming up to improve the town centre, assist the local economy and develop tourism.

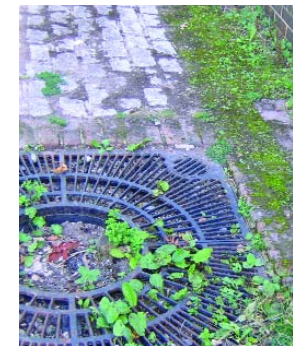
A TOWN HEALTHCHECK by residents and businesses revealed the town centre looks "drab" and this discourages shoppers and visitors. Also, local support is needed to assist businesses. The Whitchurch Association has set out a VISION, based on a welcoming, safer and more attractive town centre.

Following public consultation, a TOWN ACTION PLAN was agreed to deal with these issues.

£120,000 is being contributed by the three local authorities. The Whitchurch Association is also making a bid to South East England Development Agency - SEEDA - for funds to match this.

The final budget and legal matters will eventually govern what we can do.

**PROPOSED PROJECTS ARE ON THE NEXT PAGE AND WE WOULD LIKE YOUR VIEWS.**



HAVE YOUR SAY

# What we are proposing to do

## Develop the Visitor Economy:

- introducing brown tourist signs on A34
- publishing a town amenities guide and a heritage trail leaflet
- providing new signage and information boards
- installing commemorative plaques, and supporting works of public art

## Improve the Town Centre Environment by:

- safer footways in the centre
- repaving the Town Hall forecourt to assist elderly and disabled
- improving the appearance of the Bell Street car park and Great Lane area as the main arrival point to the town
- removing unattractive street clutter, and
- providing grants to improve property fronts in the town centre

## Support Local Businesses by:

- facilities for more business use of the internet
- providing locally based small business support, and
- developing on-line e-learning and e-commerce on the community website

## Appoint a part time Town Manager:

- to manage projects and champion the town

# Your views are important

Please tick the answers that most closely match your views.  
Use the space overleaf to add any further comments.  
All responses will be confidential.

Approve    Neutral    Disapprove

1. In principle, do you agree with the aim of improving the town centre?

How do you feel about the proposals opposite?

2. Develop the visitor economy.

3. Improve the town centre environment.

4. Support local businesses.

5. Appoint a town manager.

Please return your completed questionnaire using the enclosed pre-paid envelope by **Friday, May 4, 2007**.

If you have any queries please contact Richard Wareham on 01256 845216

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