

# **Havant Borough-Wide**

## **Tourism and Leisure Plan** **ACTION PLAN**

**2007 - 2012**

Cleaner, Safer,  
More Prosperous

# Tourism and Leisure Plan

## ACTION PLAN

(Note: Key to Abbreviations on Action Plan Page 10. Revisions indicated in **RED BOLD** text. Officers initials used for internal reference only.)

### Objective 1 Enhance the promotion of Havant's Tourism & Leisure Offer

Action	Target	Milestone/ When	Key Partner/Lead
1.1 Promote Business Tourism	1. Target developers through linking to TSE's hotel investment website. In tandem with TSE: on-going activity.	On going but difficult during recession	EDT, TSE
	2. Investigate external funding opportunities to attract new hotel development. <b>Proposals for an hotel at Langstone Gate have not been progressed and there is unlikely to be any further development in the near future. A planning application has now been received for the Inter Bridges site at Emsworth, although it does not include an hotel. What about the possibility of Hotel Futures building more budget hotels?</b>	On going but difficult during recession	Funding Officer HBC LH, PPUD
	3. Subject to scale of development. Drainage and access issues to be addressed. Future development policies being embedded in the Local Development Framework Core Strategy <b>at Policy CS5</b> . Havant Hotel Futures and Hampshire Reports produced by Hotel Solutions published 01 August 2008. Can be accessed on HBC website at <a href="http://www.Havant.gov.uk-8759">www.Havant.gov.uk-8759</a> . A PUSH Hotel Futures Study has been commissioned in 2010.	On going but difficult during recession	Funding Officer HBC LH, PPUD
1.2 Produce a Borough marketing plan for tourism which includes joining with neighbours and partners to create a stronger offer	1. Business Hub established (with all neighbour LAs working together to promote adjoining offers, attractions and providers) – in liaison with Hampshire Tourism Officers' Forum and Tourism SE. Cllr Blackett working with HCC to promote Hampshire-wide partnership approaches.	Ongoing	EDT, TSE, HCC, Local Tourism Industry
	2. Havant Tourism Forum established and effective. Achieved on time. Forum membership continues to grow. Industry-based venues now adopted on rotating basis for Forum meetings. <b>Next meeting 13<sup>th</sup> October 2010</b>	Achieved February 2007	EDT, TSE
	3. Visithavant Destination Management System active. <b>Talks continuing with HCC regarding future DMS for Hampshire with potential cost savings for 2011. Budget cuts will have to be made. The visithavant website could be linked to Hampshire County Council website to make savings.</b>	<b>Discussions on-going</b>	
	4. 2010 Visitor Guide was printed and distributed by mid-December 2009. <b>Advertising packs sent out in Sept. 2010</b>	2011 Guide to be distributed	HBC, TSE

Action	Target	Milestone/ When	Key Partner/Lead
		December 2010	
	5. Combined Marketing Plan with TSE implemented. (Approach seeks increase in accreditations).	December 2010	HBC, TSE, Partners, Forum
	6. Film-induced tourism: Leads being progressed with Film Hampshire (FH) and Southern Screen (SS). Peter Hammond working with FH and SS, supplying Havant location details and photographs for reference library, promoting sites. Continue liaison with SDC on their film-induced tourism report (PH). <i>"A Place in the Country" episode has been filmed on Hayling Island in August 2010.</i> <i>Superskinny or Supersize me episode filmed in Waterlooville in September 2010</i>	On going	South Downs College, (SDC) HCC, BDT
1.3 Promote the use of local/organic food in the Borough's establishments	1. Build on the success of the Emsworth Food Festival and work with Hampshire Fare to promote the Borough as an eating destination.  EFF / EBA trialling new approach from Dec 2008 to introduce "Festival Markets" four times a year themed to seasons. Three very successful markets held Christmas 2008, St George's Day and Summer 2009 using local Hampshire producers and craft / gift makers by EBA / Prodgrow / HBC. <i>2010 St. George's Day Market 25 April and Summer Market 25 July were held. St George's Day Market will also be held in April 2011 and a provisional booking for a Dragon Boat Race has also been made.</i> <i>New Mengham Produce and Craft Market started June 2010 and held bi-weekly. There will be a Christmas Market in December 2010 (date to be finalised) and the markets will recommence again in the spring of 2011. There will be a Christmas Market in Emsworth on 5<sup>th</sup> December 2010.</i>	On-going  October Seafood event / market and Christmas 2009 planned . At least two market in 2010.  2010/11	HBC, HCC, Forum, Restaurants, Eateries  HBC, EBA, Prodgrow, local Hampshire producers  EDT

## Objective 2

## Raise the quality of Havant's Tourism & Leisure Offer.

Action	Target	Milestone/When	Key Partner / Lead
2.1 Achieve measurable recognition for the quality of local offer	1. Working with TSE to encourage all non accredited accommodation providers / advertisers to seek accreditation. <b>New basic accommodation accreditation being introduced by TSE 2010/11 at significantly reduced cost should encourage more businesses to join scheme.</b>	Dec 2011	VIO, TSE
	2. Both Havant and Waterlooville Leisure Centres to attain recognised quality standard. On target to achieve. Leisure Centres working towards achieving the "QUEST" standard. Planning meeting held February 2009 and target March 2010 to achieve accreditation.	March 2010 <b>Achieved by Havant. W'ville on-going</b>	SDO, HLT
	3. Achieve Green Flag status in at least one park/recreation ground. Staunton Country Park has achieved Green Flag status. <b>Green Flag status for parks not currently being pursued.</b> (Note: Warblington Cemetery may be possible for 2010/2011). Green Flag status for parks not currently being pursued. <b>Warblington Cemetery will not be pursued during 2010/2011.</b>	2010 / 11	Open Spaces
	4. One Blue Flag will be applied for in 2010 on the advice of Keep Britain Tidy as we have only one zoned bathing area. <b>Blue Flag applied for and retained in 2010. The Blue Flag application will be administered by the Coastal Recreation Team in 2011 for one area of beach.</b>	Retained for 2010  2011	Open Spaces
	5. Maintain entry into Britain in Bloom. Achieved Silver/Gilt award in 2007/8 re-entering for 2009. Town Centres to be included in award bid. HBC 2009 entry awarded 'Silver Gilt'. Town centres not included in award bid. <b>Silver award in 2010. Town centres were not incorporated into the 2010 entry: it is hoped the 2011 entry will be delivered with more community input and the town centres can be included.</b>	Achieved 2007/08 Aug 2009  <b>Sept. 2010  Sept 2011</b>	<b>EDT</b>
2.2 Support the tourism industry and contribute to the sustainability of the Visitor Info Centre	1. Retain at least one Visitor Information Centre in the Borough. Achieved.  Brookfield Hotel, Havant Bus Station and Havant Arts Centre are holding and distributing information.	Achieved  ongoing	<b>EDT</b>

Action	Target	Milestone/When	Key Partner / Lead
<p>2.3 Ensure that sustainability underpins the approach to tourism and leisure provision and that future developments respond to the requirements of the Local Development Framework</p>	<p>1. <b>Havant Literary Festival Autumn 2010 Event. Next HLF 2011.</b></p> <p><b>Literary links in 2011 Visitor Guide. Hayling Island Bookshop working with Havant Literary Festival to promote Hayling Island Literary connections and Emsworth Museum promoting Emsworth Literary connections.</b></p> <p><b>Next Havant Literary Festival in 2011.</b></p>	<p><b>30 Sept – 2 Oct 2010</b></p> <p><b>22 – 25 Sept 2011</b></p>	<p>MTIO, TSE, EDT, HLF</p> <p>HLF MTIO, TSE, BDT</p>
	<p>2. Investigate input into use of Havant Thicket Reservoir for tourism and leisure use and ensure HBC are represented on relevant project/planning groups. Submission Core Strategy develops proposals for Leisure and Tourism uses at Havant Thicket Reservoir from those within Draft Core Strategy.</p>	<p>2009 – 2012 <b>(Due to delay in starting, no further update during life of this report)</b></p>	<p>KH, TSE, Water Authorities, PUSH</p>
	<p>3. Ensure new development proposals are consistent with the LDF. Tourism Industry Policies being embedded. This is well represented by the group.</p> <p><b>A hearing into the Submission Core Strategy took place on 7<sup>th</sup> – 16<sup>th</sup> September 2010. Policies CS5 and DM3 deal with tourism. The Inspector's report is expected by the end of November.</b></p>	<p>On-going 2007/2012</p>	<p>HBC, DC and PPUD</p>

### Objective 3

### Improve the perception of the Borough amongst residents and visitors

Action	Target	Milestone/ When	Key Partner/Lead
3.1 Instigate a range of initiatives attracting residents and visitors to public areas and open spaces	<p>1. Improve the image and vibrancy of town centres. Havant Business Group active; Waterlooville Business Association active; Emsworth strongly active; Hayling Island has a growing Business Group. Town centre events – Havant Literary Festival, Waterlooville Classic Motor Show, Waterlooville Music Festival, St Faiths Town Fair, Scarecrow Festival, Christmas events etc.</p> <p>Hampshire Water Festival, 25-26 July 2010 at Staunton Country Park, estimated visitor numbers 15k. 2011 Festival will also be held at Staunton, subject to funding.</p> <p>Empty Shops Project and Town Centre Shops Regeneration Plan currently being implemented</p>	<p>On-going events programme for 2010</p> <p>July 2010 Achieved</p> <p>2011</p>	HBC Community Regeneration and (EDT PH)
	<p>2. Support funding bids to achieve the vision outlined in “Destination Hayling Island”. The draft Hayling Seafront Master Plan went out for consultation in July 2008. This work is being carried forward through the Core Strategy at Policy CS6: Regeneration of the Borough.</p> <p>The Draft Pre-submission Core Strategy no longer allocates the site as a strategic site but carries forward the proposals through proposed regeneration “Policy CS6 Regeneration of the Borough”</p> <p>A hearing into the Submission Core Strategy took place on 7<sup>th</sup> – 16<sup>th</sup> September 2010. The Inspector’s report is expected by the end of November.</p> <p>Sea Change funding later this year. West Beach Hub area development is currently being progressed with a study commissioned with HGP Architects for an Extreme Sports and Activity Centre with associated accommodation block/hotel.</p> <p>Core team has agreed in principle the revised outline design by HGP and further consultations taking place, (also, Initial discussions with potential private sector partners are now enabled).</p> <p>Ecology/SSSI/Highways/Light Pollution/Parking/Policy considerations need to be addressed.</p> <p>Successful application made to Adidas for adiZone facility at East Stoke corner. HBC’s application received the highest national score. Installed in August 2010.</p>	<p>Two bids submitted March 2009</p> <p>On going development of project and consultation 2010/11</p> <p>Adi zone now open and receiving tremendous recognition</p> <p>Achieved</p>	PPUD CSM

Action	Target	Milestone/ When	Key Partner/Lead
	3. Support key arts and sports events in the Borough including competitions, carnivals, festivals etc. Many local events staged e.g Emsworth Festival markets, Havant Literary Festival, HI Scarecrow Festival, Waterlooville Music Festival and Classic Motor Show, Street Sport and National Windsurfing Festival event. Support Hayling Island Sailing Club to host World Laser Sailing Championships in 2010.	On-going for 2010 World Laser Championship opened 30/08/10 by Mayor. HBC's part acknowledged	HBC, HLT, EDT, SDO
	4. The Public Service Village is included in the draft Core Strategy and carried forward to the draft Pre-submission Core Strategy as a Strategic Site. The Borough Council has commissioned Urban Practitioners to prepare a Supplementary Planning Document (SPD), which is due to be adopted at Full Council meeting dated 17/02/10. The vision for the site is to create a mixed use development including public service providers, leisure uses, car parking and health related functions. There is the potential for the inclusion of a new cultural facility for Havant and South Hampshire.	2012	HBC, HLT, PPUD
3.2 Broaden the demographic of participation amongst residents and visitors	1. Capitalise on growing markets for niche visits. On-going through: Literary Breaks; Bird Watching; Scarecrow Festival etc. (Broadmarsh Interpretation Centre included in the LDF). On going media advertising in press and on websites for year round visits.	On going	HBC, Hampshire Partners, TSE, Forum
	2. Maximise opportunities provided through the 2012 Olympic Games and ensure sustainable improvements to quality of life. Following the Beijing Games in 2008, Cultural Strategy Revision (due April 2010) will reflect the cultural Olympics; Cultural & Olympic Plan 2009-2012 produced. HI Sailing Club has been awarded Olympic Training Camp venue status. World Laser Sailing Championships in 2010. National Windsurfing Festival in September 2010.	2007 - 2012+  2010	HBC, Hampshire Partners, TSE, Forum, SDO
	3. Four Disability Audits completed. The Corporate Equalities and Access Officer responsible for progression. Caren Ransom to raise at HBC Disability Access Group. Completed to date (Havant Leisure Centre and Hayling Nature Reserve), Eastoke Beach access, Waterlooville Leisure Centre, Mystery Shopper audits on six Borough attractions provided by HCC - with feedback to HCC as well as ourselves. Mystery shop access audits by disabled user at Havant, Hayling and Waterlooville police stations.	Feb 2010 complete	HBC (E&AO), TSE, Forum HBC Disability Access Group

## Objective 4

## Facilitate the delivery of improvements to raise participation, health and wellbeing

Action	Target	Milestone/When	Key Partner/Lead
4.1 Develop a range of exciting new leisure attractions and facilities for visitors and residents	1. Progress the development of hotel and conference facilities at Dunsbury Hill Farm. Masterplan collaboration with Portsmouth CC complete. Proposals for consideration are being progressed. Hotel Futures Study refers. <b>(Currently, no further developments)</b>	2010/2013	HBC, PCC, University of Portsmouth
4.2 Modernise current facilities to enhance community use	1. Develop greater use and management of public sports facilities based in HBC parks by improving quality and management arrangements. (Project and provision under review at present by Open Spaces due to budget implications). Beach Volleyball, Netball, 5-a-side Football, Havant Football League, etc. (Peter Vince to discuss with Andy Paffett, plus Sports Development Officer as part of Borough-wide Leisure strategy provision). Bidbury Mead recreation ground and Havant Park have been improved. Cowplain partially completed 2009/10. <b>Open Spaces team working with sports clubs to encourage 'self management'. Pitches and facilities are managed effectively and provided to a reasonable standard.</b>	2010  2010	Open Spaces, SDO to discuss
	2. Improving grounds maintenance standards across the Borough. <b>On-going, following Council decision to retain services in-house.</b>	On-going <b>2010/11</b>	Open Spaces
	3. Replace/improve park buildings in particular those in Bidbury Mead and Waterlooville Recreation Grounds.	2015 subject to funding	HBC (Property Services)
4.3 Work in partnership to gain the maximum benefit from facilities and services	1. Ensure additional leisure facilities are provided for West of Waterlooville MDA residents and existing residents. Leisure facilities requirement incorporated in the Section 106 Planning Agreement potentially could include dry-side provision including cricket pitch at WLC and ATP with Borough-wide consultation. <b>MDA Community Development Officer appointed.</b>	On going	HBC, WCC, EHDC, HLT, developers, SS

## Key to Abbreviations

Abbreviation		Abbreviation	
AIF	Area Investment Framework	LA	Local Authority
ATP	Artificial Turf Pitch	LDF	Local Development Framework
EDT	Economic Development Team, HBC	MDA	(West of Waterlooville) Major Development Area,
CDO	Community Development Officer, HBC	MTIO	Market Town Initiative Officer
DC	Development Control, HBC	PCC	Portsmouth City Council
E&AO	Equalities & Access Officer	PPUD	Planning Policy and Urban Design, HBC
EHDC	East Hampshire District Council	PUSH	Partnership for Urban South Hampshire
GDP	Gross Domestic Product	SDO	Sports Development Officer
H&WFC	Havant & Waterlooville Football Club	SDC	South Downs College
Hants FA	Hampshire Football Association	SEEDA	South East England Development Agency
HBC	Havant Borough Council	TLRO	Team Leader Regeneration Officer
HBG	Havant Business Group	TSE	Tourism South East
HCC	Hampshire County Council	VIO	Visitor Information Officer, HBC
HLC	Havant Leisure Centre	WCC	Winchester City Council
HLF	Havant Literary Festival	WLC	Waterlooville Leisure Centre
HLT	Horizon Leisure Trust		