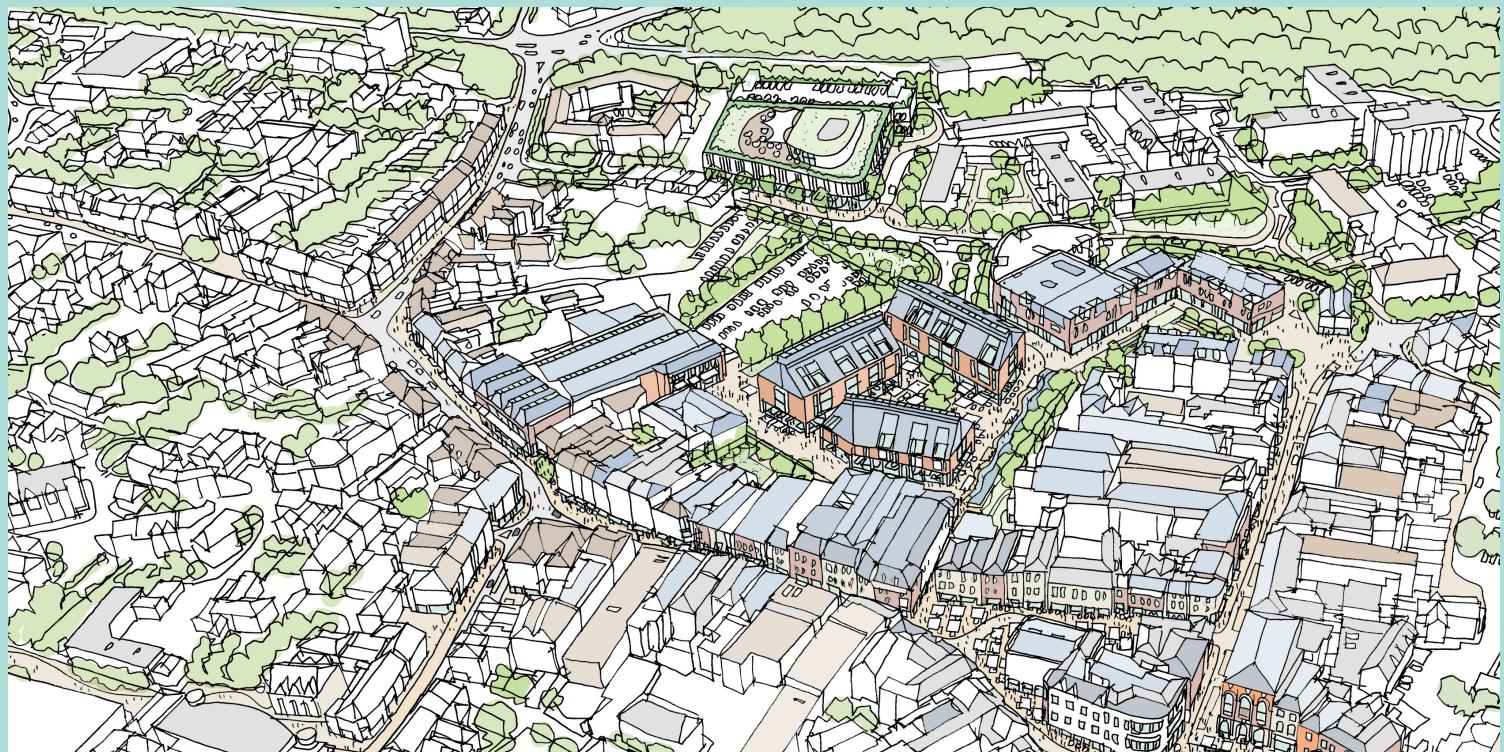


Romsey
Future

South of the Town Centre Masterplan

Romsey: South of Town Centre Masterplan



Stage 2
Consultation
Findings

July 2020



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1 | INTRODUCTION

The South of Romsey Town Centre Masterplan project has come about through Romsey Future. In November 2013, a number of organisations working in the town came together to create the Romsey Future partnership. Romsey Future has enabled people and organisations in and around Romsey to work better together, and has helped to deliver a number of projects for the benefit of the community. The partnership published a vision document in early 2016, which sets out a long-term strategic vision for the town. This vision was based on a large-scale public consultation exercise, which provided a consensus for the town's future ambitions. These ambitions included wanting to see a healthy town centre that meets the needs of current residents and their expectations for the future. One of the ways to achieve this is to consider how land south of the town centre, including the bus station and Crosfield Hall site, could be utilised more positively.

Nexus Planning was commissioned in 2018 in partnership with Perkins & Will Architects and Alan Baxter Associates, to prepare the South of Romsey Town Centre Masterplan.

This consultation report relates to the public consultation undertaken during Stage 2 of the South of Romsey Town Centre Masterplan project (Feb-Mar 2020). It followed extensive consultation and public outreach undertaken during Stage 1 of the project (2018) and a Citizens' Assembly (Nov 2019).

This report describes the consultation process to date and contains a detailed account of the findings of Stage 2. A more detailed breakdown of comments is included at Appendix A and Appendix B.

Masterplan Timeline



Site Photos

2 | SUMMARY: STAGE 1 CONSULTATION

The first stage of consultation for the project was carried out over an 8 week period in September and October 2018. During that period, 15 public events were held or attended. Members of Romsey Future, as well as representatives from the Council and the consultant team distributed consultation postcards at a series of consultation events. The postcards asked members of the Romsey community to record their ideas or priorities for the area. More than 2,000 postcards were distributed and 200 responses were received. The consultant team also ran 'Walk and Talk Tours' of the area and held workshops with local schools.

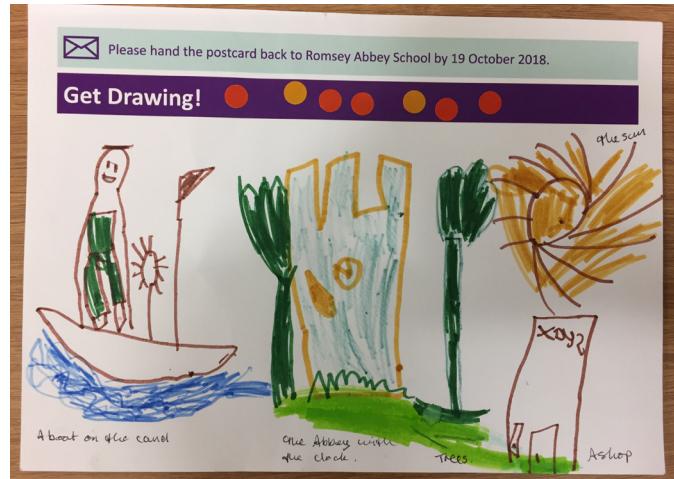
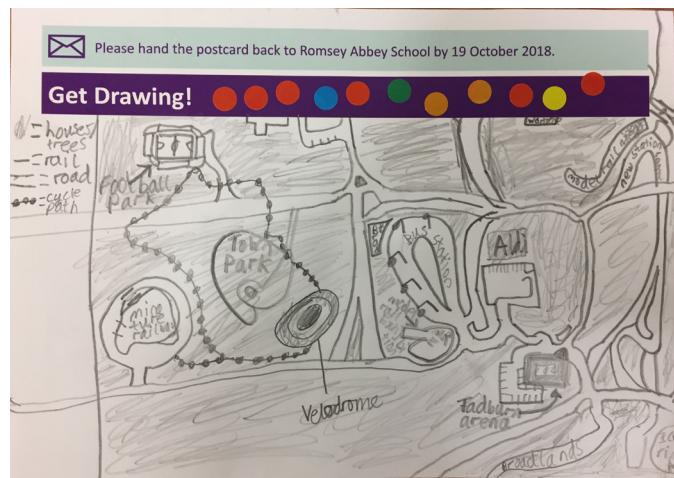
In addition to the consultation events, banners and postcards were displayed in the Former Magistrates Court and Crosfield Hall for the duration of the consultation period, the purpose of which was to 'spread the word' about the consultation. It was important to the consultant team that as many Romsey residents were engaged as possible.

At the end of the consultation period for Stage 1, the consultant team reviewed all the feedback received through postcards responses and face-to-face feedback. The key messages were:

- It is important that car parking remains easily accessible and available within walking distance of the town centre;
- The character of Romsey must be retained and complemented in any future development coming forward;
- The waterway between Bradbeers and Dukes Mill is not currently utilised to its full potential;
- Existing community facilities made available for public use are valued, including in the Crosfield Hall;
- A better variety of shops within the town would be supported by residents;
- Better pedestrian links throughout the whole of the area would improve the experience of anyone on foot; and
- More trees and greening would help to improve the appearance of the area.

On completion of the Stage 1 Consultation, a schedule of ideas was collated. The schedule pulled together all the ideas that were suggested by members of the public for the area. This 'Ideas Register' is attached at Appendix C.

The Consultation Report that was prepared for Stage 1 is available as a sister document to the Masterplan Report.



Stage 1 consultation drawing competition

3 | CITIZENS' ASSEMBLY

Summary of Citizens' Assembly

In May 2019 the Government launched a pilot programme called Innovation in Democracy. Test Valley Borough Council were one of three local authorities selected across the country to arrange a Citizens' Assembly. Test Valley's focus for the Citizens' Assembly was the South of Romsey Town Centre area. A representative group of 50 members of the public were selected to take part in the Assembly which was held in November 2019. The Citizens' Assembly was asked: *"How do we improve the area around Crosfield Hall and the Bus Station to deliver the maximum benefit to Romsey?"*

Over the course of the two weekends, the Citizens' Assembly participants listened to a series of presentations from experts across a range of disciplines. The purpose of these presentations was to arm the participants with the knowledge required. A group of facilitators then led them through a participative and deliberative process. The process was designed so that the group was able to receive and exchange information, to critically examine the issues at hand, and come to an agreement which would inform decision making.

Whilst independent of the Masterplan process, the focus of the Citizens' Assembly topic related to the future of two of the sites included within the Masterplan area, the Bus Station site and the Crosfield Hall site. Two members of the masterplan team actively participated in the Citizens' Assembly in their role as experts.

The Planning Balance

- The process of 'weighing up' the relevant factors is often described as the 'planning balance'.



Romsey Future

Extract from Citizen's Assembly presentation

Priorities and Recommendations

The output of the Citizens' Assembly was a report with a set of 12 priority statements, seven of which were to be taken forwards as recommendations. The 12 priority statements are included below, and those that were selected to be taken forward as recommendations are highlighted.

The 12 priority statement proposals are ranked in order of total support (i.e. the 'support' and 'strongly support' votes combined). Those highlighted received over 50% 'strongly support' and were further developed into recommendations for presentation to the Council:

- 1. Make Romsey an attractive, vibrant centre of excellence including green spaces and wildlife corridors;**
- 2. More green spaces in the area to enhance, protect and increase our natural environment, which includes wild animals and plants;**
- 3. Well-planned, connected and accessible infrastructure (including travel, access, public spaces, education, tech and business) with good flow for transport and pedestrians to encourage business and tourists;**
4. Make healthier living easier – design in more opportunities for healthy activities;

Some examples of key considerations in weighing up the planning balance

- Existing context
- Land uses / market
- Transport and access
- Sustainability
- Phasing



Romsey Future

5. Improved transport infrastructure to encourage a sense of community – with viable options for moving around;
6. Community hub and green spaces that bring people together (across generations);
7. Design an integrated transport and parking plan that includes walking, cycling, public transport and cars and thinks about all the different kinds of people coming into the town (accessible parking, but still encourage bus use, especially by younger people);
8. Attractive and diverse businesses and shops in flexible units with space for start-ups and local businesses to bring greater variety and more jobs;
9. Lots of things in the town centre that are affordable and accessible for all which everyone living in Romsey knows about and can take part in;
10. Make Romsey the first truly green historic market town;
11. Reduce the number of vehicles in the town centre by half by 2025; and
12. Achieve 'Green Town' status by 2025.

The final Citizens' Assembly report is available online.

While the Citizens' Assembly was independent of the Masterplan and Stage 2 consultation process, the outputs have helpfully provided important input into the Masterplanning process. All 12 priority statements and 7 recommendations are well aligned with the emerging Vision and Design Principles of the Masterplan.



4 | STAGE 2 CONSULTATION

Purpose

Following Stage 1 Consultation, a set of principles and Masterplan Options were prepared for the short, medium and longer term. The purpose of Stage 2 Consultation was to obtain feedback from the public on those principles and options.

Process

The Stage 2 Consultation on the draft South of Romsey Town Centre Masterplan ran for a six week period from 7th February 2020 to the 20th March 2020.

The consultation period was advertised via a postcard that was distributed to all businesses and residents in close proximity of the site.

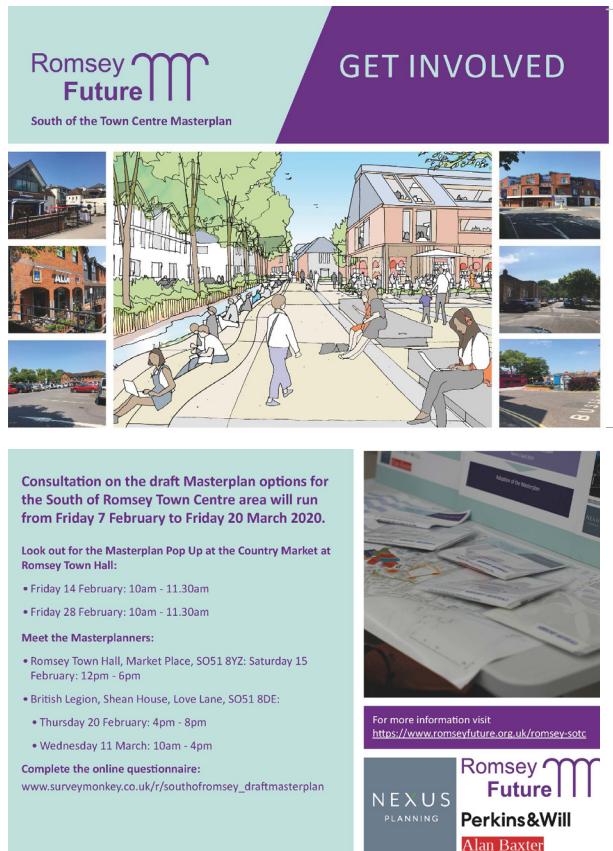
Postcards and consultation posters were displayed in some cafes, restaurants and pubs within the town centre. The consultation was also advertised in the Romsey Advertiser on Friday 7th March 2020.

A dedicated page on the Romsey Future website provided background information about the project, a copy of the consultation boards, and a link to the online survey. The consultation was also advertised on the Council's Facebook page.

When not being used at an event, the consultation boards were displayed at the Council reception at the Former Magistrates Court.

A series of public events were held over the course of the six week period, including three "Meet the Masterplanners" events. At least two members of the consultant team attended each event, along with Council representatives. In addition, Masterplan "pop-up" events were held at the Romsey Country Markets on Friday, 14th and 28th of February 2020 which helped to further promote the consultation.

At each event, the consultation boards were displayed, allowing attendees to read each board, understand the background, review the proposals, and complete a questionnaire (in hard copy there or later on-line). A copy of the consultation boards is contained at Appendix D.



Stage 2 consultation postcard

The questionnaire was designed to allow respondents to identify on a sliding scale whether they agreed or disagreed with the Masterplan priorities and the Masterplan options. There was also space provided for respondents to leave any further comments, thoughts or ideas. A copy of the questionnaire is contained at Appendix E. The results and feedback received is included overleaf.

Council officers or members of the consultant team also contacted the following stakeholders directly to advise them of the consultation:

- Landowners
- Bus operators
- Hampshire County Council
- Taxi operators
- Participants in the Citizens' Assembly

Results

Masterplan Priorities

Respondents were asked their opinion on a range of suggested priorities and their suitability for the area to the South of Romsey Town Centre.

The suggested priorities included:

- Increasing the range of uses and providing a modern retail offer (including food and beverage) that does not compete with the existing offer
- Providing a sustainable plan that seeks to enhance environmental and human health
- Improving car parking whilst also ensuring flexibility in the future for more sustainable methods of transport

- Prioritising the provision of high quality green spaces
- Improving access and utilisation of the Fishlake Stream
- Providing better pedestrian and cyclist links across the area including improvements to signage and wayfinding
- Promoting and enhancing Romsey's historic character
- Providing community facilities that are of a high quality and accessible to all
- Encouraging a lively café culture and evening economy

A summary of the responses received can be found in the table below:

	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly Disagree	
	#	%	#	%	#	%	#	%	#	%
Increasing the range of uses and providing a modern retail offer (including food and beverage) that does not compete with the existing offer	54	22.5	83	35.0	43	17.9	27	11.3	32	13.3
Providing a sustainable plan that seeks to enhance environmental and human health	129	53.3	86	35.2	14	5.7	9	3.7	5	2.0
Improving car parking whilst also ensuring flexibility in the future for more sustainable methods of transport	99	40.7	77	31.7	35	14.8	19	7.8	12	4.9
Prioritising the provision of high quality green spaces	115	37.5	76	31.4	30	12.4	11	5.0	9	3.7
Improving access and utilisation of the Fishlake stream	73	30.0	72	29.6	63	25.9	20	8.2	14	6.2

	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly Disagree	
	#	%	#	%	#	%	#	%	#	%
Providing better pedestrian and cyclist links across the area including improvements to signage and wayfinding	122	50.6	68	28.2	30	12.4	12	5.0	9	3.7
Promoting and enhancing Romsey's historic character	147	60.7	59	24.4	24	9.9	6	2.5	6	2.5
Providing community facilities that are of a high quality and accessible to all	124	51.2	79	32.6	26	10.7	5	2.1	8	3.3
Encouraging a lively café culture and evening economy	66	27.6	80	33.5	45	18.8	24	10.0	24	10.0

To provide some analysis on the level of public support for each principle, we have arranged the principles below in order of agreement (the responses 'agree' and 'strongly agree' have been combined). This analysis has assisted the project team in identifying key priorities for the Masterplan. Importantly, every priority was supported by the majority of respondents.

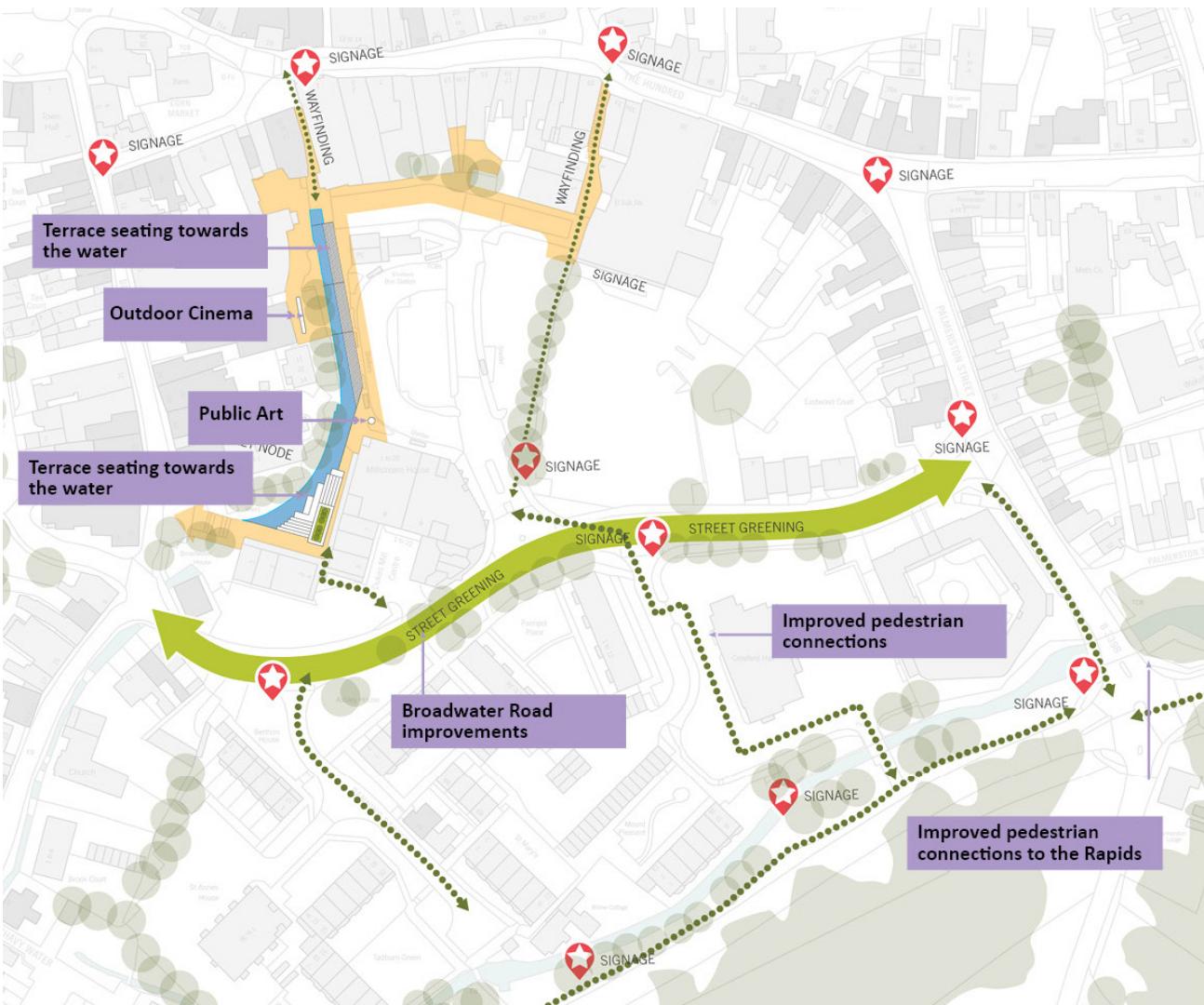
1. Providing a sustainable plan that seeks to enhance environmental and human health – 88.5%
2. Promoting and enhancing Romsey's historic character – 85.1%
3. Providing community facilities that are of a high quality and accessible to all – 83.9%
4. Prioritising the provision of high quality green spaces – 78.9%
5. Providing better pedestrian and cyclist links across the area including improvements to signage and wayfinding – 78.8%
6. Improving car parking whilst also ensuring flexibility in the future for more sustainable methods of transport – 72.4%

7. Encouraging a lively café culture and evening economy – 61.1%
8. Improving access and utilisation of the Fishlake Stream – 59.7%
9. Increasing the range of uses and providing a modern retail offer (including food and beverage) that does not compete with the existing offer – 57.5%

Respondents were also given the opportunity to provide written feedback on the principles. Nexus Planning has analysed the written responses and where a comment was made on three or more occasions, it has been included in the table below. The complete list of comments is provided at Appendix A.

Comments	#
Retain the character of Romsey	29
No more retail units required	19
No more coffee shops needed	13
Improvements to public transport required	10
More parking needed	10
Improvements to paving wanted	9
Retain bus station	9
More variety of retailers wanted	8
Walking and cycling routes required	8
Concerns raised about congestion levels	7
Retain Crosfield Hall	7
More greenery needed	6
Making more of the stream a good idea	6
Bus stops shouldn't be relocated to Broadwater Road	6
Pedestrianisation of the High Street wanted	5
More for younger people to do	5
Replacement facilities for Crosfield Hall needed	5
Against development at the stream	4
Crosfield Hall belongs to the town	4
Deck car parking welcomed	4
No more restaurants need	4
Deck car parking not wanted	3
The Broadwater Flats need a facelift / visual improvements	3
New development should be low rise	3
Romsey should become a leisure destination	3
Park and Ride needed	3
Public toilets to be available	3
Rapids are too far from the centre (to re-site facilities)	3
Shuttle bus needed (from Rapids)	3
Shopfront improvements wanted	3
Utilise the brewery site	3

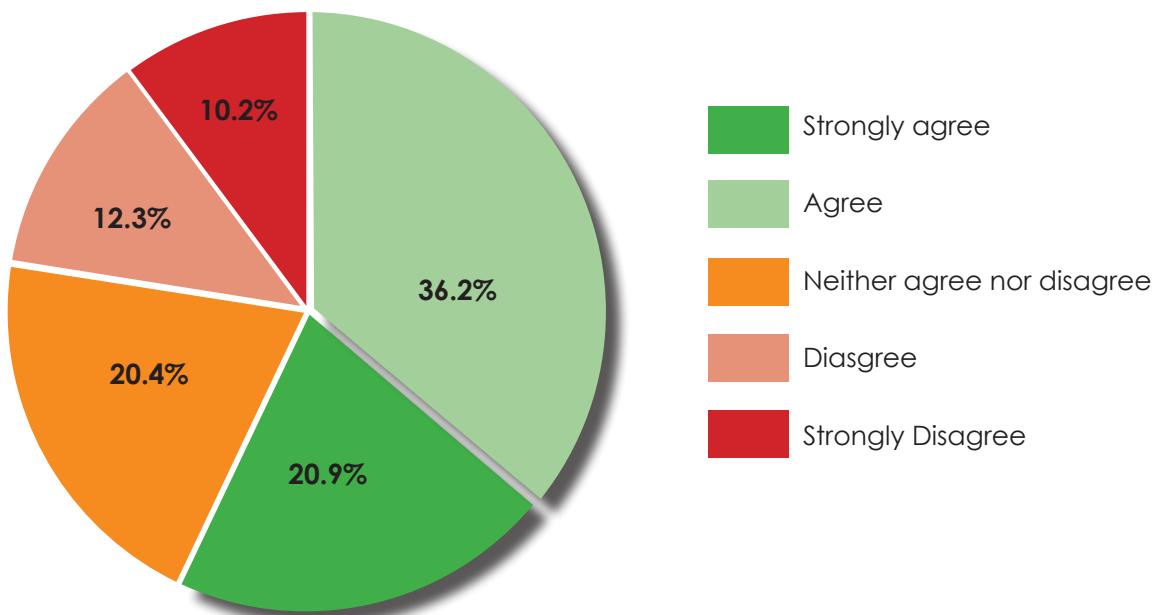
SHORT TERM OPTIONS



Respondents were then asked to provide feedback specifically relating to the short term masterplan options. When asked if they agreed with the short term options presented for the South of Romsey Town Centre, more than half

of respondents (57.1%) either agreed or strongly agreed with the options presented. Conversely, 22.5% either disagreed or strongly disagreed, while 20.4% of respondents responded neutrally.

	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly Disagree	
	#	%	#	%	#	%	#	%	#	%
Short term option	49	20.9	85	36.2	48	20.4	29	12.3	24	10.2



A range of written comments were received, the table below summarises comments made by three or more respondents. Most notably, 11

respondents referenced that they would like to see the bus station retained. The complete list of comments is provided at Appendix A.

Comments	#
Retain bus station	11
Open air cinema not wanted	8
More greenery needed in the area	8
Agree with the proposals	7
Agree that more should be made of the area by the stream	7
Walking / cycle routes would be welcomed	5
Character of Romsey should be retained	4
Too much concrete in the plans / sketches	4
The area shouldn't compete with the High Street	3
Improvements to pavements required	3
More details required	3
No more retail units required	3
Open air cinema wanted	3
Retain Crosfield Hall	3
Don't move the bus stops to Broadwater Road	3
Use should be made of the Brewery site	3

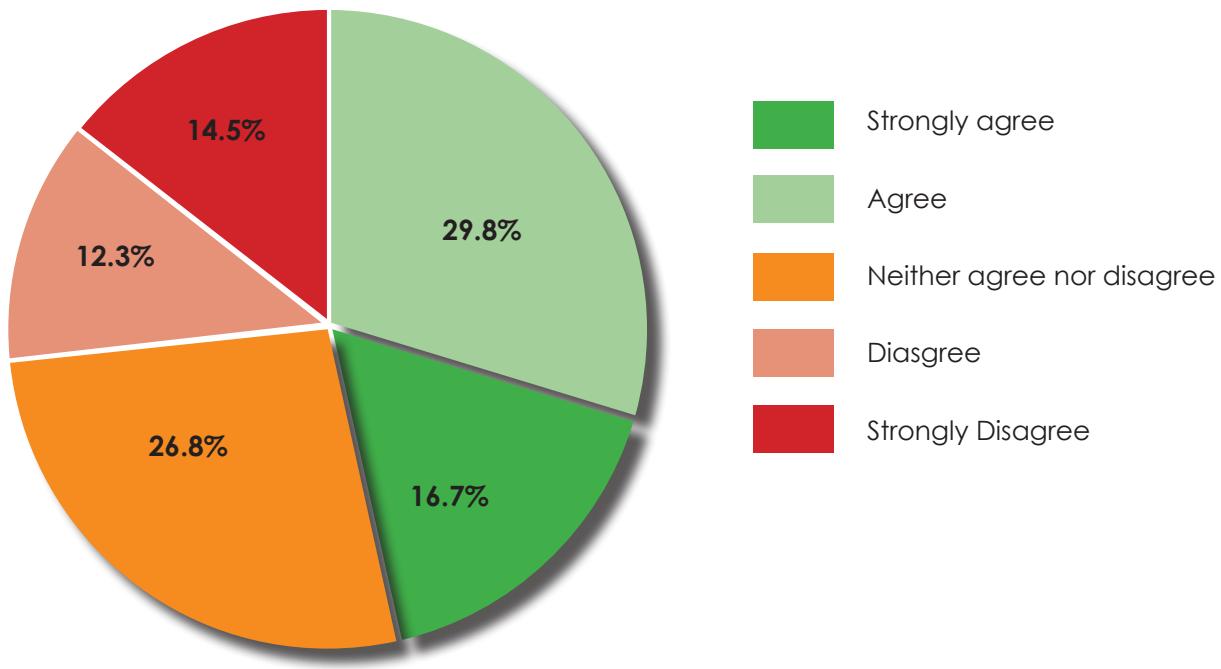
MEDIUM TERM OPTIONS



Respondents were asked if they agreed with the draft medium term options for the south of Romsey Town Centre Masterplan. Just under half of respondents (46.5%) either agreed or strongly

agreed with the options presented, while 26.8% responded that they 'neither agree nor disagree'. A further 26.8% either disagreed or strongly disagreed.

	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly Disagree	
	#	%	#	%	#	%	#	%	#	%
Medium term option	38	16.7	68	29.8	61	26.8	28	12.3	33	14.5

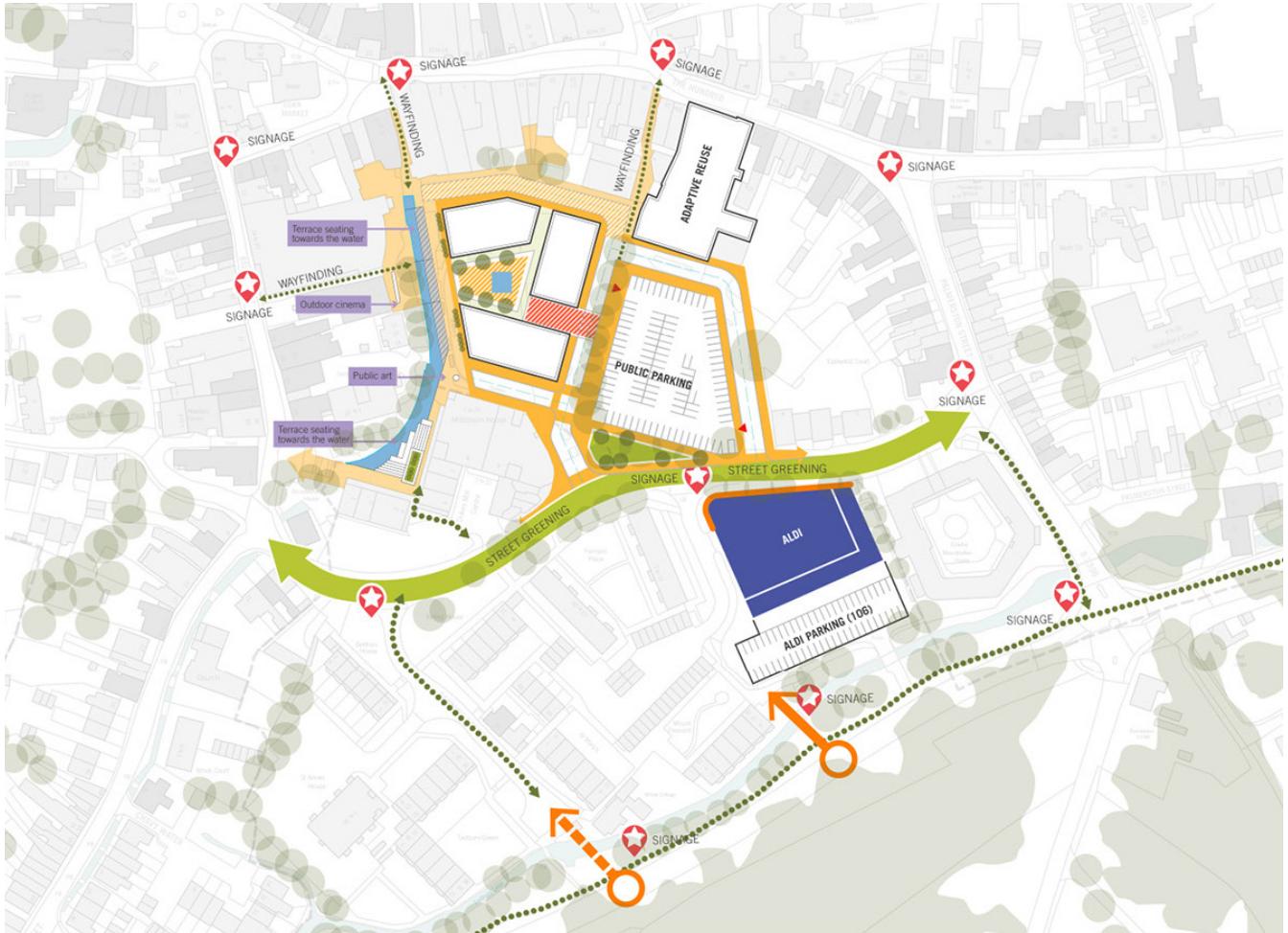


A range of written comments were received, the table below summarises comments made by three or more respondents. Once again the most common comment received related to

a preference for retaining the bus station. Ten comments were made about retaining Crosfield Hall, and another ten suggesting that Crosfield Hall's facilities should be reprovided.

Comments	#
Retain bus station	11
Retain Crosfield Hall	10
Retain facilities available at Crosfield Hall (new build)	10
Deck parking not wanted	9
No more retail units required	8
Rapids are too far from the centre (to re-site facilities)	7
Car use should be discouraged	5
Retain the character of Romsey	5
No bus stops in Broadwater Road	5
Against residential development in the centre	4
More details needed	4
Concerned about buses using the bypass	3
Cycle routes wanted	3
Build new facilities before demolishing Crosfield Hall	3

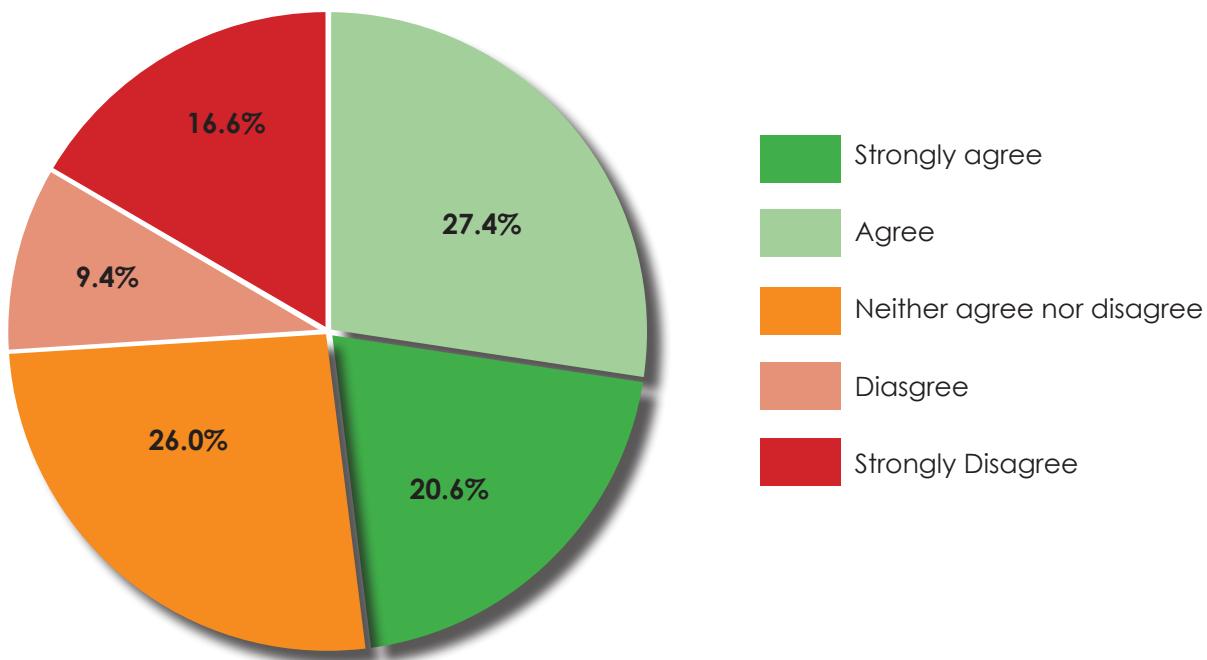
LONG TERM OPTIONS



When asked if they agreed with the long term options presented for the south of Romsey Town Centre, just under half of respondents (48.0%) either agreed or strongly agreed with the options.

A further 26.0% either disagreed or strongly disagreed. Meanwhile, 26% of respondents stated that they 'neither agree nor disagree'.

	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly Disagree	
	#	%	#	%	#	%	#	%	#	%
Long term option	46	20.6	61	27.4	58	26.0	21	9.4	27	16.6



In the written comments section of the questionnaire, a range of comments were received. The table below summarises comments that were made by three or more respondents.

Comments	#
Character of Romsey should be retained	9
Agree with moving Aldi	6
Disagree with moving Aldi	6
Retain Crosfield Hall	6
No more retail units required	5
Rapids are too far from the centre (to re-site facilities)	4
Aldi car park could be used to create public space	3
Deck parking not wanted	3
Deck parking wanted	3
Linkages improved from Aldi to the Hundred	3
Remove the bus station	3
More greenery needed in the area	3
The redevelopment will create a poor gateway to the south	3
Retain Bus Station	3

Other comment

In the final section the questionnaire, respondents were given the opportunity to make any further comments that they had not had the opportunity to make. We have once again summarised the comments that were raised multiple times. In addition to responses made via the online

questionnaire, seven comments were received via the Romsey Future comments section, or via email, and these can be found in full as Appendix B. The comments that was made by far the most times related to retaining the character of Romsey.

The further comments received are summarised in the table below:

Comments	#
Retain the character of Romsey	14
Retain bus station	6
Concerns regarding congestion	5
More parking needed	5
Cycle paths required	4
Bus circulation option 2 (access from the Bypass) preferred	3
More variety of shops wanted	3
Postpone further work due to COVID-19	3
Retain Crosfield Hall	3
Replacement facilities needed	3
Public toilets needed	3



5 | RESPONSES FROM OTHER BODIES

Introduction

As discussed previously, the consultant team contacted a number of stakeholders directly to advise them of the consultation. These included:

- Landowners;
- Bus operator – Bluestar;
- Highways Authority – Hampshire County Council; and
- Participants in the Citizens' Assembly.

A formal written response was received from both Hampshire County Council Highways and from bus operator Bluestar. The responses are summarised below.

Local Highways Authority – Hampshire County Council

Hampshire County Council's response was in the form of a letter addressed to Romsey Future and Test Valley Borough Council.

Overall the response supports the principles of the Masterplan, and welcomes the proposal for an enhanced retail offer and mixed-use development within Romsey. The response identifies that by enhancing the critical mass of the town so that it can support better sustainable outcomes, it would in turn contribute to the resilience of local services, and reduce the need to travel outside of Romsey by private car.

In summary, the response also makes the following comments:

- Plans to improve pedestrians and cycle links and wayfinding across the site are consistent with a greater focus on sustainable and active modes of transport;
- Further consultation is required to understand the aspirations for traffic calming and improvements to Broadwater Road;
- Supports improvements to pedestrian connections in and outside of the Masterplan area;
- Requests continued liaison regarding changes to the bus station to ensure a workable solution is achieved;

- Improvements should be made to pedestrian access to bus services, high quality waiting facilities, and to ensure adequate waiting and pick up space;
- The proposals must not result in operational difficulties for bus services;
- If Option 2 of the bus circulation is progressed, careful consideration should be given to the feasibility of constructing access from the A27 (The Bypass) across Tadburn Stream;
- Recommends that TVBC should develop an accompanying parking policy and pricing strategy that aims to rebalance these competing requirements.

The Highways team also made reference to there being an increase in car parking capacity within the town delivered by the Masterplan and that this may undermine the efforts to enhance more sustainable and active methods of transport. It should therefore be clarified that a net increase of car parking is not proposed as part of the Masterplan. The Masterplan seeks to improve and reprovide as much of the existing quantum of car parking as possible

A copy of the HCC's response is provided at Appendix F.

Bus Operator – Bluestar

Bluestar provided a response on behalf of Bluestar and their sister company Salisbury Reds. The two companies operate four bus routes in and around Romsey and therefore regularly use the existing bus station in Romsey.

Bluestar supports the concept of the Masterplan improving the way people get around Romsey, and proposals to ensure the local economy is supported to continue to develop. Similarly, Bluestar supports the recommendations made by the Citizens' Assembly, particularly in relation to providing an integrated approach to transport, parking, accessible infrastructure, and creating a viable town centre.

Bluestar's main concerns with the proposals relate to the loss of the bus station and changes proposed to avoid idling buses. Their consultation response notes that in some cases a good

outcome in planning terms is not necessarily a good outcome from an operational perspective. They recommend that further consultation is carried out with bus operators to ensure that future specifications, arrangement and materials are suitable.

The response concludes that "Our clear preference is for a bus hub rather than buses

being located on Broadwater Road due to the severance of this area from the town centre and the needs of older users." These comments will be considered and taken on board in the final Masterplan where suitable.

Bluestar's response is provided at Appendix F.



BUS CIRCULATION

South of the Town Centre Masterplan

With the proposed redevelopment of the Romsey bus station during Phase 1 of the Medium Term Scenario, the existing arrangements for bus passenger pick-up and drop-off would need to change. Over the course of the Masterplan, there are a number of potential options for reconfiguration of bus circulation. The options shown below have been developed for Masterplan purposes only at this stage. Each presents positives and negatives and are subject to detailed design and testing.



Bus Circulation Option 1

- o Bus stops to be relocated to Broadwater Road, and buses to use Broadwater Road roundabout to turn around
- o Bus routes to remain the same
- o Bus stops to be located within easier walking distance of Edwina Mountbatten House, but slightly further away from The Hundred
- o Roundabout to be widened to facilitate bus turning



Bus Circulation Option 2

- o Option to create new access junction from the Bypass in a left-in, left-out arrangement, and requiring a new stream crossing
- o Buses to use bus stops along Broadwater Road
- o This option would allow direct access from the Bypass to the new consolidated car park, reducing the impact of traffic on Broadwater Road
- o Minor changes to some bus routes required
- o Pampol Street to be widened



Bus Circulation Option 3

- o Buses to travel around existing Aldi car park, allowing pick up and drop off in a location in the centre of the Masterplan area
- o Shared surface would be required to manage the interface between vehicles and pedestrians
- o Bus routes to remain the same



Perkins&Will
Alan Baxter

6 | KEY MESSAGES

The purpose of the consultation period was to widely publicise the draft Masterplan and to obtain feedback from the public on the emerging principles and options. Whilst there can often be competing views on how masterplan principles and priorities, gaining a high level of public support is integral to success.

Following detailed analysis of the feedback obtained through the questionnaire, some key messages have been generated and these are outlined below.

Masterplan Principles

More than 50% of respondents either agreed or strongly agreed with each of the nine Masterplan principles. Having this level of support is important, as the Masterplan principles set the scene for the proposed options that follow. The five principles that received the highest support were generally related to the environment and health (including greenspace), the town's historic character and putting sustainable movement first, particularly pedestrians and cyclists. It is therefore integral that the Masterplan options reflect these principles.

In terms of the comments that were made in response to the Masterplan Principles, the comment that was made more than any other (29 times) was that it is important to retain the character of Romsey.

Short Term Options

The key response to the short term Masterplan options was that overall a majority of respondents either agreed or strongly agreed with the proposals (57.1%).

Of the comments that were made, the most common written response was that the bus station should be retained (despite the short term masterplan options not indicating the proposed removal of the bus station). Other written comments related to improving the amount of greenery in the area, providing support for the short term proposals, and agreeing that more should be made of the Fishlake Stream.

Medium Term Options

Just under half of the respondents either agreed or strongly agreed with the proposed options for the medium term. Just over a quarter of respondents were non-committal, neither agreeing nor disagreeing with the proposals, perhaps preferring to see how the final masterplan evolved.

Notwithstanding the significant level of support shown for the proposals, the most common written response related to retaining the bus station and this is consistent with the written feedback received on the short term options.

An equal number of respondents commented that they would like Crosfield Hall retained or that the facilities provided by the Crosfield Hall should be reprovided elsewhere.

Long Term Options

Just under half of the respondents (48.0%) either agreed or strongly agreed with the long term proposals. In a similar trend to that of the medium term options, just over a quarter of respondents remained non-committal, neither agreeing or disagreeing.

The most common written response made was that the character of Romsey should be retained. The next most popular comments were conflicting, with the same number of respondents identifying that they did not want to see Aldi moving as moving location.

Summary

The consultation process has confirmed the following key messages:

Retain the character of Romsey. This message has come up over and over again throughout the Masterplanning process. The Masterplan options will need to ensure that the proposals do not result in the detriment of Romsey's unique and special character.

Retain the bus station. Through the consultation process it was made clear to the consultant team that there is concern amongst residents and key stakeholders about the loss of the bus station and the facilities that it provides, including public toilets. The Masterplan should ensure that the infrastructure for buses is prioritised and not compromised. The Masterplan should also ensure that basic facilities such as public toilets and a taxi drop-off and pick up area are re-provided.

If Crosfield Hall is not retained, adequate facilities need to be provided. While Crosfield Hall is not optimal both in terms of the building, its use and its function and the contribution of this large site to the town centre at large, the services it provides to the local community are valuable. If the building itself is to be lost for the overall benefit of Romsey Town Centre, a thorough audit of the facilities it provides need to be undertaken, and its most important functions enhanced and reprovided in a location or locations that are accessible and convenient.

Ensure pedestrians and cyclists have priority. Providing sustainable movement options is key and improving the environment for pedestrians and cyclists should be prioritised. This includes contributing to a better link between the town centre and other areas such as the Rapids.

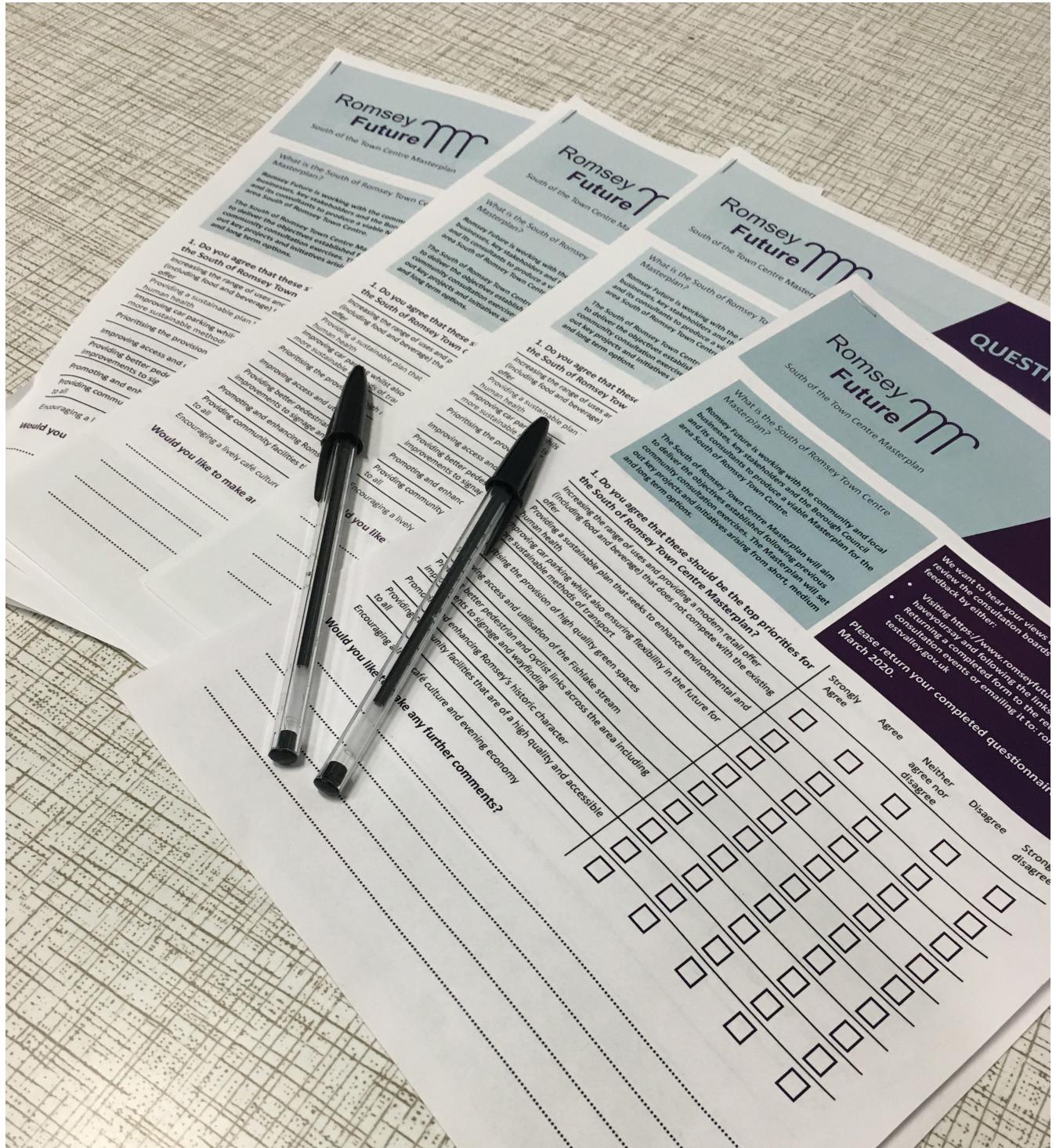
Provide more greenery. Ensure that the green and blue infrastructure of the Masterplan area is enhanced. This would not only help to make the area more attractive, but would also contribute significantly to improving environmental and health outcomes.



7 | NEXT STEPS

Using the feedback that has been obtained, the consultant team will now further develop the Masterplan options. At Appendix G, the consultant team have produced a 'You Said, We Did' document that provides a summary of

how the Masterplan will be updated to take into consideration the feedback. A final Masterplan document will be prepared and publicised towards the end of Summer 2020.



APPENDIX A | DETAILED BREAKDOWN OF COMMENTS

Priorities for Romsey

Access to the stream/with cafés/restaurants/bars overlooking would be delightful. I would like the character of the town to be retained
Aldi should NOT be moved. Many of us struggle to walk far and can't drive. Plus, a visit to Aldi encourages many people to use the other shops on the high street whilst here! Public toilets are not shown on the plan and need to be provided.
Any development would require a major archaeological excavation as Romsey is an important historical centre dating back to the Bronze Age and possibly earlier. The Crosfield hall should be listed as it was granted to the town of Romsey not Test Valley and it is an example of early twenty century architecture which we are losing because developments like this. We should be very careful how we develop Romsey and keep its character. We do not need another Andover.
Definitely moving bus station...improving courtyard outside dominoes making it into a relaxing pretty area. Romsey is beautiful but needs more enhancement around bus station. Car park areas.
I consider it vitally important that the existing community facilities especially Crosfield Hall remain accessible and useable until they are replaced i.e. the existing Crosfield Hall must remain fully open until its replacement is built.
I consider that the proposals are highly counter-productive in regard to transport. There appears to be harm to bus users by moving the buses onto Broadwater Road and away from the bus stations, further away from the town centre and the railway, and I see no suitable provision for taxis. Parking appears to be much reduced, in view of which there should be INCREASED provision for buses, particularly as our local service has progressively decreased from 14 buses (as the 66) per weekday to 3 (now the X7R). Bus passengers do not want to wait beside a busy road, particularly when the weather is cold, windy or wet. Romsey benefits with a bus station, in contrast to Salisbury and Southampton, which have demolished theirs. I am very concerned by a perceived near-elimination of public car parking to the south, putting pressure on Alma Road and Waitrose and Aldi car parks, with no apparent replacement.
I don't see why Romsey need to change, it's a historical town and has many beautiful reminders bringing the modern facilities and shops will ruin this and loose important parts like bus station that many people like myself rely upon.
I feel any future buildings in the centre of Romsey should be of a design that is sympathetic towards the existing historic centre - the design featured in the Romsey Advertiser of 7 Feb 2020, in my opinion looks totally out of keeping. Part of Romsey's charm is that it is an attractive market town and is different from the large shopping malls that can be accessed elsewhere and which are within easy distance. Shops in the centre are already having to close down and if an evening economy is desirable then it should be closely monitored by the police as retail facilities are already having problems due to increased crime.
I feel there needs to be a lot more diversity in the variety of shops in Romsey. For instance, there are no cycle shops at all in Romsey, it would be good if these could be encouraged in any town centre development, encouraging people to cycle is good from an environmental aspect as well. I'm not sure whether the proposals include a plan to close The Hundred off to traffic between, say 0900 and 1700, this has been very successful in other towns such as Newbury and I feel it would provide a much safer and more pollution free environment.
I think it is a brilliant idea to move Aldi to where the current Crosfield Hall site and carpark is situated. As a Romsey resident who used to shop in Aldi Romsey weekly, I now have to travel to Chandlers Ford Aldi to do my weekly shop as I can never park in the Romsey Aldi carpark. I try to - but the roads are usually gridlocked on a Friday so there is little point, and then if I can get near the carpark, I can never find a space. This also has a knock-on impact as if I need to visit a pharmacy, for example, I will now go to one over Chandlers Ford way - whereas previously I would have walked into Romsey to visit Boots.

Priorities for Romsey

I think that there is too much emphasis on improving parking in the centre of Romsey; parking should be moved OUT of the centre of Romsey to make more space for pedestrians and public transport. To mitigate the removal of central parking, a shuttle bus (electric, of course!) should link all parking areas with the town centre. Disabled parking should remain in or near the centre. As some have commented, the Crosfield Hall is the 'wrong way round'. The entrance should be town facing and more welcoming than it now is. For myself, I would be happy if the Crosfield hall was demolished - it was alright in its day but now looks early-twentieth century. We need something modern, future-proof, bright and cheerful. The market needs to be much bigger - look at Hythe market as an example. It is critical that the centre is pedestrianised, both to remove pollution and provide more room for shoppers. I would encourage the introduction of 'gardens' in the centre - areas of planting which people flow-around as they move through the town.

I think the centre of Romsey should be pedestrianised. A cinema is a good addition for residents of all ages. We need a space as large as cross field hall so large societies like the arts society can continue to have meetings. No other Romsey venue is big enough. To increase the shops makes no sense when we have empty shops already. We need things for people to do especially teenagers and young adults.

I think you are planning to destroy the historic nature of Romsey - the modern buildings proposed are totally inappropriate - just like the awful development in the Market place. Just leave our beautiful old town to retain its "oldness" - look to new buildings in the Cotswolds which capture the Cotswold nature of their villages and avoid modernity - it is not what I want to see.

I understand there's currently a hold on development in Hampshire due to Nitrate Pollution. Can you confirm that this proposed development will abide by the same restrictions that currently others are having to suffer?

It would be good to have less coffee shops, estate agents and charity shops and more clothes, book shops etc. Parking needs to be improved, not everybody can walk a long way - especially if you do your food shop in Romsey.

Just leave it especially after what has already been done in Romsey need to improve pavements and parking will only get more charity and coffee shops.

Maintains Romsey's scale, history and character is of paramount importance, as is access to green spaces and improvement of this provision. The priority for access should be walking, cycling and public transport, not car parking. The town plans should be a significant contribution towards making Romsey carbon neutral as a town- so no additional parking, and very pedestrian and cyclist friendly instead.

More young-adult clothes shops, evening restaurants, and a green space please.

New plans look great.

Other than improving the roads, and pavements and cycle routes, please just leave Romsey as the old town it is. It's the reason we moved here 3 years ago.

Park and ride.

Personally, I don't see an issue in parking in Romsey. I realise that many car parks are nearly at capacity, but I think a small increase in parking should suffice and it seems as though relocating a main community facility by Romsey Rapids would tick this box, both in taking a facility that requires parking out of the town centre, and potentially increasing spaces at the site. The best use of this area should be to encourage flexible facilities and enhancing the Fishlake stream, alongside other green improvements.

Plans look great. The area behind Aldi and the bus station lacks character currently and fish lake stream currently in a concrete box is very unappealing.

Please don't remove the public toilets they are a basic human need and essential for some otherwise they won't be able to visit Romsey centre. More than 50 per cent of the population say they practice deliberate dehydration to avoid being caught short while out which isn't good for health. Once upon a time the UK had the best public toilets in the world. "We were one of the first countries to put them in, in a systematic way. But these days they are almost seen as an optional luxury - which of course is ridiculous. As a society, we move about a lot. We will need to use the loo at some point. If the argument is the businesses will provide toilets then many don't want to enter a cafe just to use the loo and feel awkward when you don't need or want to make a purchase.

Providing accessible public transport options close to the main shopping area.

Really before you start on the area south of Romsey you could do with tidying up the middle. Many of the shop fronts are a disgrace with peeling paint rotting wood and moss growing. Parking is a nightmare but providing more will only encourage more car journeys so probably not a good idea. It's a drab miserable little place really

Priorities for Romsey

Retail space should be prioritised for small local businesses rather than chains- this is a fantastic aspect of Romsey that should be maintained. Also retail with sustainable ethics i.e. lemon and jinga and community organisation i.e. gyms, community need subsidised rates to enable community and ethical organisations to thrive.

Romsey is a historic market town, anything that can use and promote that statement sounds great. I feel there could be more promotion of the history, walks, talks, plaques and areas to draw people in. It's a beautiful place that needs modernising to restore its character.

Romsey seems to be losing its character and history, the community feel of how it is/was. The infrastructure can't cope with more housing & all these changes. The roads, dr's, schools etc. We need upkeep of what we have before even thinking to building new.

So how is moving the Crosfield Hall public facilities to the rapids going to be accessible to those reliant on public transport and with mobility issues?

The Crosfield Hall belongs to the people of the town not the council. You can't sort the pavements out. The town square was fine as it was. You took that away along with parking spaces. Which has made a dangerous round system.

The last three comments are already in place. By doing this you WILL BE losing Romsey historical character. The Crosfield Hall has accommodated generations of local people (why knock it down)! Finally there are already far too many café in Romsey and this build will just increase this.

The statement about parking is too broad for me to answer well. A stronger focus on public transport needs to be established before more parking is made. Presently it is cheaper to park than it is to get the bus from certain locations, especially if three people or more are travelling

The traffic into and out of Romsey is becoming a real problem - it is very difficult and dangerous to cross the road at the Broadlands Roundabout to come into or out of the town. This will only get worse if the town is to become a prime place to visit and live. If we are to encourage people to walk into town whenever possible then more parking spaces should be available out of town, some could be positioned nearer than others so that people had a choice of short or long walks into Romsey. The paved area in the middle of town is an improvement but there is something about it that doesn't feel quite right - I don't think it feels like a nice place to sit - there needs to be something green to focus on, trees etc. Also, just a thought but I think Lord Palmerston's statue is too high and imposing for such a small area and needs to be placed on a lower plinth. All the best market towns to visit feel nice to be in, there are attractive green spaces to sit, the shop fronts are enticing, the small independent shops are interesting, the buildings are in good repair and there is no litter!

This survey is too general in its construction; I was therefore unable to endorse some propositions in the context of what is being proposed. Some proposals would inevitably compromise existing offerings, e.g. the ambitions for the newly refurbished market place. I would not use the description 'a lively cafe culture' as this brings to mind the description of holiday resorts to be avoided, vibrant/intimate might be more attractive.

Too many cafe shops in Romsey already, this town need to cater for the younger person also, if not the 1300 new homes that are built will continue to shop online and neighbouring towns and cities.

Utilise the existing town centre and use vacant shops before putting a new retail area in. The town centre is lovely and this is where the growth of shops and restaurants should be rather than leaving this area as half empty and creating a new one.

We do not need any more cafés in Romsey night time or otherwise.

We have too many café's now but I agree there should be more evening economy especially for the youngsters.

With the climate emergency and Test Valley's commitment to helping with this it is wrong to encourage more use of cars in the town by improving parking, unless the improved parking is for zero emission cars. Sustainable transport should be improved now not at some point in the future. Increasing retail in the town when retail is declining is a really bad decision. The space should be used instead as a place for social activities - parks, community centre, a pleasant new bus station. If there was retail that doesn't compete with the existing offer it would already be happening in the existing shops.

The development should be designed with the future climate in mind, and aim to help create a resilient and accessible community through well designed public spaces.

We need some better quality independent shops and restaurants.

I would question whether the provision of more retail is viable as there are already vacant retail units in the town.

Priorities for Romsey

The by-pass road cuts the long term plan in half. Any car parking and 'new' Crosfield hall development is too long a walk to enter the town centre. If this happened the busy bypass traffic would be constantly interrupted at the pedestrian lights. Only solution is a constant free all electric (of course) shuttle bus connect. 2. In this era of carbon concern any removal of buildings (e.g.. Crosfield Hall) for new build replacement is grossly costly - better adapt than rebuild. 3. The otherwise brilliant aerial perspective drawing deceives by hiding the bypass and showing it as a wood! 4. Highest standard of architectural input essential to any rebuild. 5. The recent pedestrian/vehicle resurfacing of roads and square realignment has not achieved much. Removal of through traffic down high street essential.

A safe crossing of Southampton Road for pedestrians (the main pedestrian signed route into town). This is the only main route that is still not safe for walking into town.

I am suspicious of the phrasing in Option 1 "Increasing the range of uses and providing a modern retail offer (including food and beverage) that does not compete with the existing offer" I'd not like to see a grand scheme that ends up instead with a down at heel mall atmosphere and two or three of the usual indifferent high street food outlets.

It is important that the needs of people without cars and with reduced mobility are given at least equal weight in terms of access to centre of town.

Just leave it all alone! Spend the money on something really worthwhile, such as filling in potholes. The area around the Palmerston statue is an eyesore, and a total waste of money. If you want to promote an historic town, it has to be that - historic.

Please don't change the feel of Romsey and turn it into every other town. Stop spending money on unnecessary "improvements" look at the state of roads and pavements make cycle paths accessible to improve safety for everyone on the roads. Don't move the bus station it works well where it is. Update and improve Crosfield hall. Above all make sure people that make the decisions have personal knowledge of Romsey and what local people think is best for their town.

Remove the Broadwater hump. This would either enable the difficult gradients to be removed for both traffic and pedestrians. Another option is putting the road in a tunnel or underground parking and bus station or both.

Romsey seems to be well supplied with coffee shops, charity shops and estate agents. There is current unused shop space, and with the decline in our high Street stores and shops, creating more shop space does seem very ambitious.

Stop all this nonsense. Parking is a major priority with all the out-lying housing development for vehicles and bicycles. Stick the bus station where Crosfield Hall is, develop the existing site linked by subway. Build health facilities and lets get a Doctors surgery and dentist adjacent to parking and public transport. We don't need anymore cafés/public houses/restaurants. So get a new site built for Aldi and have an indoor market in the old Aldi which links to Hundred. Then when you have the Farmers Market/Beer festival/Vegan expo on Saturday/Sundays you can fit it in there as well? Forget the French tat market you can do that in town.

Think about access and usage for people with impairments and older people.

This is all motherhood and apple pie. No one can argue against these aspirational statements, but the issue is about the plan itself, which seems rather limp and woolly. Would we not be better off improving what we have, rather than building new shops (which would probably be empty), and lots of flats with no parking to help the developers make the business case stack up?

We need to think very carefully as to whether new, large scale building is needed or desirable, particularly next to water courses as it can be very detrimental to the environment in terms of flood risk, carbon emissions and chemical run off. Transport improvements should be about sustainable, linked transport systems. New car parking, particularly anything multi story is contrary to the character of Romsey and will cause more congestion and emissions.

Priorities for Romsey

Whilst I understand the desire for people to live and work in Romsey, the truth is that the majority of Romsey residents will work outside of the town. If there is the desire to ensure sustainability and environmental impacts are as low as reasonably practicable, why is there no talk of increasing public transport links with towns and cities north of Romsey? The first bus to Salisbury starts after 1000 and the first train at 0700 which reduces the draw that Romsey offers workers; you arrive later at work meaning you get home later, reducing the likelihood that anyone would walk in to town for dinner or a drink. If there is a wish to draw tourists to Romsey as a destination, if the plan is to go to Cardiff as a tourist, it means you'd be there for 1000 without any delays. What the Futures Committee may not be aware of is the prevalence of defence firms in the area surrounding Romsey, Portsmouth and Southampton. To be at Filton Abbey Wood, home of the MOD's support and procurement arm, for a 0900 meeting, it currently means leaving the night before by rail, or travelling up by car. There is a large opportunity to draw families with large disposable income in to the town and surrounding area, but public transport does not support this.

A safe crossing of Southampton Road for pedestrians (the main pedestrian signed route into town). This is the only main route that is still not safe for walking into town.

An emphasis on the community benefit is essential, especially need to ensure accessibility to everybody living in the town and further out.

Don't want poor quality (like Weatherspoon's) coming to Romsey so not easy to answer until one know what type of individuals we are talking about. Enhanced environment does not mix well with buses and cars. What does flexible /sustainable car parking mean? Withdrawing car parking or allowing every car an electric charging point? Strongly disagree about green space because the Council and high quality don't go in the same sentence and it won't be properly managed.

I am suspicious of the phrasing in Option 1 "Increasing the range of uses and providing a modern retail offer (including food and beverage) that does not compete with the existing offer" I'd not like to see a grand scheme that ends up instead with a down at heel mall atmosphere and two or three of the usual indifferent high street food outlets.

I don't think that the town and the retail sector generally make a retail outlet a sensible concept. The proposals seem to be very 'aged' i.e. aimed at older/more wealthy people. Where is the youth provision?

Integrating the Banning Street estate into the scheme rather than leaving it as a ghetto.

It is really important that, considering the number of new houses being built in the area, and more people coming into town, that we can retain the 'market town' feel. It would be not be right to relinquish this aim and just become another suburban town.

It would be nice to keep some open space and make it green in a natural way. Plants that provide food would be good (nut trees). Green walls/roof too, any new buildings should be carbon neutral. Don't like the idea of tall buildings or multistorey car parks (oppressive). Community space should be affordable to hire (town hall is expensive). New buildings should be in keeping with the old, most new buildings in the area are hideous. Currently if you want to stop for a snack the nearest nice place is the Abbey would be good to have an area in this new place, like the idea of opening up the water and alfresco dining.

Romsey seems to be well supplied with coffee shops, charity shops and estate agents. There is current unused shop space, and with the decline in our high Street stores and shops, creating more shop space does seem very ambitious.

Stop all this nonsense. Parking is a major priority with all the out-lying housing development for vehicles and bicycles. Stick the bus station where Crosfield Hall is developing the existing site linked by subway. Build health facilities and let's get a Doctors surgery and dentist adjacent to parking and public transport. We don't need any more cafés/public houses/restaurants. So get a new site built for Aldi and have an indoor market in the old Aldi which links to Hundred. Then when you have the Farmers Market/Beer festival/Vegan expo on Saturday/Sundays you can fit it in there as well? Forget the French tat market you can do that in town.

The area does not need change for change sake. The bus station and Crosfield Hall should definitely remain in site where they are accessible for elderly and less able people. Both are excellently located near the town centre therefore are very well used. Parking buses along Broadwater Road would cause traffic congestion backing down Palmerston Street and onto the bypass. The only problem in the area is car parking, which could easily be remedied by park and ride in the rapids site. Romsey's character should be retained. We do not need a Milton Keynes style development. Ninety would be better spent repairing the dangerous and unsightly pavements and roads in the town centre the site that urgently needs attention is the old brewery. Get your priorities right planners, don't just pay lip service to having consulted the people of Romsey. Listen to them for once and don't repeat the fiasco of the market place.

With relation to Fishlake I am old enough to remember investment in the Barge Canal so that people could canoe upon it. Look at it now, good investment?

Priorities for Romsey

1. The survey is worded so that it is difficult to answer e.g. I might agree with part of the statement and disagree with another part. 2. I think it would be a shame if the Crosfield Hall was demolished as money was given to the town by a benefactor for its construction (and the now defunct adjacent swimming pool) 3. There are many who come to Romsey to shop, bank etc from surrounding villages and need car parking rather than 'green spaces and better access to the stream'. Btw that photo showing some weird bits of concrete jutting out a bit like the Sydney Opera House is not in keeping with Romsey at all. 4. We don't need any more eating establishments! There are too many already. 5. To encourage people in to the town, three things...free parking, free parking, free parking!!! 6. Having said all of the above, I do agree that Romsey is looking a bit tired and could do with a bit of a face lift. Just not sure this Masterplan is the right way forward.

A lively café culture and evening economy would be fostered by permitting more people to live in the town centre. It wasn't all shops originally. Over many of the shops there is much unused space - residential must be encouraged. The town is currently dead after 6pm.

A plan which will shape the town and the lives of its citizens for decades to come must recognise that the climate emergency is already here, and will get worse. Romsey, and how it is designed, must play its part in mitigating that emergency. So, plan now for a town where citizens and visitors get around on foot, by bicycle, and clean, low cost public transport. DON'T plan for more private car provision. They have no future in urban environments, however they are powered. Prof Adrian Davis*, expert on transport and health at Bristol and Edinburgh, has demonstrated that removing roads and car parks leads to reduced traffic, and a much enhanced environment (air quality, noise, road danger reduction). Towns and cities across Europe, and even the US are waking up and no longer smelling the exhaust. *<https://people.uwe.ac.uk/Person/AdrianDavis>

All depend on the policing and who is attracted to the town - otherwise yes.

Already submitted separately. Essential that Romsey retains a Bus Station as it is a "hub" for Salisbury, Southampton, Winchester, and Eastleigh. Parking buses in Broadwater Road will make it look untidy and will clog up the traffic flow on what are already congested roads. This will also be further for the older generation to have to walk to and from the shops.

Any new buildings to be in sympathy with relative small size (2-3 storeys) of current buildings in town. More tree planting also in The Hundred, and the new huge and ugly paved area in front of Town Hall needs softening. Front of shop signs to be suitable to market town feel.

Any new development must be zero carbon i.e. building materials, solar roofs, ground source heating etc. It's a climate emergency!

As a resident of central Romsey I find that the road system is rather crammed & to encourage retail lorries (which are getting larger) our road system cannot cope. Access to retail outlets, without jamming the roads is a must.

As always this comes down to a question of definitions, e.g. 'modern retail offer' is a meaningless phrase that some will interpret as 'new shops' and others will view as 'how do we offer experience-led retailing rather than just the same products as can be bought online?' Equally, a living evening economy can be pleasant or intimidating depending on what is meant and offered. The priority throughout has to be retaining the historical integrity of the town centre; we've all seen too many towns with their hearts ripped out and replaced by new but empty and soulless developments. No-one visits those places out of choice...

Enough coffee shops already.

Having lived here my whole life, I think that putting in a project like this one will completely ruin Romsey's typical historic town feel. We will have another Eastleigh/Southampton in the making.

Highest priority should be given to public transport. The strategy should seek to reduce car access to the centre of town.

Priorities for Romsey

Following my visit to the meet the Masterplanners on Wednesday 11 March at the British Legion I would like to make a few comments. I found the design of steps/seating and an open arena/open air cinema around the Fishlake Meadow stream very appealing. Installing a large work of quality "have you seen our impressive sculpture near the Fishlake Meadow steam, we're so proud of it" aka The War Horse sculpture in the Memorial Park would be a valuable asset. A link to the infamous River Test would make Romsey Town the destination for all pilgrims to explore this beautiful River. Would it be possible to negotiate with landowners to provide controlled access points at a larger number of viewing platforms along the Test Way? Sorry, I forgot to look out for the provision of cycle racks and equipment storage/secure lockers for our guests travelling on foot or by bike. Is there some in the plan at the moment? My colleagues and I, working in the Visitor Information Centre, have from time to time, been asked if there is anywhere to "off load" for an hour or two, while explorers relax in our friendly town. I do have strong concerns regarding Crosfield Hall. It might be because I am of a certain age but I believe there is too much going for it think it doesn't 't belong in Romsey Future. Our designers in bygone age knew what they were doing; they are just requiring us to enhance their work. I have always felt the entrance is in totally the wrong end of the building and this is the reason our guests and, possibly too, the local residents, look at the building, scratch their heads and think "What is that? What goes on there? Is it a modern church of some kind?" Once you summons up the courage to go inside this odd looking building, an oasis of intrigue, fascination and joy awaits you. There's a beautiful hall and staging..... wait, another large room....and another. There's a kitchen and facilities. Groups meet here. The Test Way challenge and the Mountbatten Park Relay Race gather here. It has been mentioned to me in the VIC - from a music quartet performing there - that the acoustics in the main hall are the best in the region. Please could a sound engineer find out if this is true! The Breast Screening mobile unit and the Blood Bank make great use of the carpark. Being tucked round the back helps any embarrassment. Maybe other health clinics could be provided too? Could the parking here be reconfigured and laid out differently to increase the numbers available by changing the position of the entrance and installing a modern, glass fronted porch (more Art work please). Oh and some quirky toilets please. In some toilets I visited in Plymouth there was a looped comedy recording of the Radio 4 Shipping Forecast. It was hilarious!! Please look at helping the Crosfield Hall to look it's best. For me, it's got too much potential..... wild meadow on the roof!!

How are you going to achieve more green spaces and car parking?

I also feel that sport/leisure facilities should be made in addition to current facilities that are also not available for miles around such as an ice rink to build up ice hockey team(s) ice dancing group(s) as well as for general family use. It would draw visitors from some distance who would then make use of the catering, retail, walking (Test Way) and visit the nature reserves. The Flats should have at least a 'face lift' as they are very shabby and not in keeping with the historic values of the town and currently rather prominent in the area under review

I am concerned about the reference to increasing the "retail offer". Some research seems to indicate that retail is not the way to go as opposed to making the town attractive for community activities and as a meeting place (of course they are independent, but you only have to look at larger towns than ours and count the empty shops to see my point).

I am not convinced that a wholesale redevelopment of the area can be justified in the light of the many other needs crying out for financial resources at present. In general, there is sufficient retail space in Romsey and redevelopment here will pull customers away from the traditional shopping areas, giving rise to empty units in the town. I like the Crosfield Hall, it has history and is well used and loved (incidentally, I think that the Crosfield swimming pool was much more satisfactory for swimmers than Romsey Rapids, to cite an example of an earlier redevelopment in this area), and the Bus Station seems to work well as and where it is (not stuck down the roads as in Salisbury). The tidying up of rear elevations, planting of trees and replacement of the former Budden's garage has made the area not unpleasant to visit as it is.

I am really not sure how you fulfil 'enhancing Romsey's historic character' with this. Cycle links need to be much wider in the town to make sense. Signage and wayfinding? As far as I can see there are no green spaces, just trees. Car parking: without 2-3 deck parking there cannot be more provision. How does more retail not compete with existing? That's a purely commercial decision surely?

I feel concentration should be made to facilities that are already in place making more of what we already have a bigger space for markets and Sunday boot sales would be good , we have a few empty premises that need to be accommodated , we do not want to lose that market town look we do not need to join Eastleigh we just need to lower rents for businesses to come to Romsey more free parking

I Hope they allowing a large sum of money and time to do archaeology on the site. It is next to a site of national importance. There is a 6th to 8th cent iron smelting site across the road at Newton Lane the occupation site for iron smelters has not be found and likely be in the area of your development. The only way discover this is open area excavation. Plus the Bronze Age ,Iron age and Roman occupation from the area

Priorities for Romsey

I regularly visit Romsey on a Saturday afternoon for shopping purposes. I would have to say I'm well aware of the heavy traffic issues at peak times and also am familiar with the proposed area for development. Hence, I carefully select the times I go shopping and whether or not I will have to pay for parking. I'm not sure whether the plan for Aldi to relocate is due to the limited parking in Romsey at various times and whether the council feel that relocating this store will bring more business to what seems to be a struggling market town. Personally, I like to support independent shops and it would be great to have a fishmonger in the town together with one or two more independent cafes/eateries. As the Catholic faith is universal, perhaps part of Mottisfont abbey could be restored/re opened as a pre reformation historic religious site in connection with the Catholic church in Romsey. This would attract many Catholic pilgrims throughout the British Isles especially in the summer months. Many thanks.

I strongly disagree with demolishing Crosfield Hall to build a car park. Firstly, it's wasteful, as Crosfield Hall is good, and well used, and demolishing it and re-building an equivalent facility outside the town centre will be more expensive and use more materials and resources than upgrading Crosfield Hall. Secondly, the drive should be to encourage less use of cars, by improving pedestrian and cycling access, and improving public transport. A new car park runs contrary to this. The short term option seems reasonable for improving the environment, but the suggestions in the medium term option of demolishing Crosfield Hall, and building flats and shops on the bus station do not seem to have been justified in terms of the needs of Romsey people. The long term option of moving Aldi to the Crosfield Hall site (after demolishing the new multi-storey car park?) again has not been explained or justified, but again will be wasteful in cost, resources and materials.

I think it is very important to encourage residents and visitors to visit the centre of Romsey, whilst understanding that our high streets have changed.

I think the top priority should be to maintain Romsey's character and keep it as a place worth visiting. The other priorities are desirable but not vital.

If Crosfield hall is demolished it needs replacing with a building that has the same capacity to support the groups and functions that currently fill the hall, other location such as the Town hall etc., are not large enough and will destroy the human interaction of the large social groups and functions that currently exist.

In 19th century Romsey had lots of mills using water power. Why not use again for electricity generation? This week the Test would power half of Romsey!!

Interesting to note what in Romsey is actually 'broken' and 'needs fixing'!? Everyone would like increased footfall especially in the evening, but there is MASSIVE competition from Winchester. Overall accessibility via train station is crucial.

It could be said that Romsey already has a lively cafe culture. Our current evening economy consists of restaurants and pubs. We need a venue that is vibrant and exciting. A venue that incorporates cinema, concert hall bar and restaurant and has spaces for private functions, would add tremendously to the town.

It is important that there is a clear vision of the final objectives of this scheme. Any short term "enhancements" must take into account the medium and long term plans to avoid unnecessary waste and expenditure.

It is important to develop local employment opportunities whilst improving the environment, community facilities and the bus station. It is vital to maintain a community meeting/drama presentation facility of the same capacity as the Crosfield Hall in the town centre. Priority should be given to pedestrian and cycle routes in the town centre over cars etc. as there are by pass routes around the town centre in most directions, so travel through the centre is not essential. It is vital to maintain the historic feel of the town centre as that is its character and attracts many visitors and is one reason why I chose to live in this town.

With the lack of development space, the provision of green spaces would be secondary. The stream might best be put underground, if flow improved and access made easy it could become a danger to children.

Priorities for Romsey

It is difficult to understand why these potential developments are required or even necessary. I can only conclude that the Local Authority is trying to increase the value of the land so they can encourage sale to private developers and reap the profit, something that is hinted in the plan stating that the plan would be developed by private developers. It seems stupid to build yet more shops when the high street generally is going through so many changes, indeed many new shopping centres across the country are experiencing great difficulty. Romsey already has two 'White Elephants' in the Tee Court and the development by the bus station. The bus station offers a valuable amenity to Romsey especially for those that are less mobile. It may be easy for the young and fit to walk from Broadwater or from the Rapids but to the disabled and elderly it's a long way. Surely you should be enhancing it and encouraging its use if you really believe your own propaganda of improving accessibility and green credentials. As for generating a Cafe culture I think we already have that in abundance. We are not a Mediterranean town where the weather is suitable for street eating for most of the year. Perhaps 2 months out of twelve might meet that criteria a poor return on investment I think. Your approach to consultation is somewhat limited in that it relies on public exhibitions and 'selected' input. Surely to get the towns opinion you should send the questionnaire to all addresses. I have been told that you have gathered opinions in the hundreds which is a drop in the ocean when considering the population of 20,000 plus of course the surrounding villages. Surely it would better to spend the money on existing facilities which are in need of repair. The paving in the market square for instance is full of un-repaired holes so much so that my wife broke her ankle by tripping in one last year. Perhaps we should sue the council? The Crosfield hall was given to the town for its use not for Test Valley who might have inherited to fill their coffers. I have been told that you have taken legal advice on this. Whilst the Test Valley ownership might be the legal position it certainly is not the moral position. Something I think should be considered when making decisions. I consider the designs shown in the exhibitions have little merit both architecturally and ergonomically. Romsey does not need new glass palaces or modern buildings it needs to conserve what it has better.

Listing the "top priorities" is not helpful because virtually everyone would agree with them.

Maintenance of recently refurbished areas is a must too - the conditions of the pedestrian spaces leaves much to be desired - when newly finished these areas were good but I am not convinced they are looked after as well as they should - OR the workmanship was not good enough initially -i.e. these areas should have lasted longer before serious maintenance was needed AND PLEASE repair the potholes in the Hundred outside the back of Aldi !!

Make better use of the cube, especially vertically. In order to not have buildings that have rooflines too high, consider lowering the ground level across the bus station and car park areas. Include at least three levels of car parking, increasing capacity and also reducing carpark footprint on the ground. Include the Edwina Mountbatten home and the Broadwater House offices in the plan, rehousing them all in the town centre in modern facilities. Consider building across and above Broadwater Road, putting it into tunnel that includes elements of the bus-station and toilets. Romsey needs a medium-sized moderately-priced hotel and conference centre to replace the Crosfield Hall. Develop a new road access to the town centre from the bypass, roughly along Banning Street, and then improve the three road junctions along Palmerston Street.

Make sure that the 'modern' retail offering is not to the detriment of Romsey's history and character. Ensure that there are resources in place to maintain and sustain the proposed enhancements made, ie high quality green spaces, access and utilisation of Fishlake stream. I hope that the cyclist links will be for cyclists and not shared with pedestrians.... in my experience the two do not mix well.

Money would be better spent on improving pavements and take up of shops already in the main Hundred area. There is no need for any more food outlets or coffee shops. The Dukes Mill area promised much but failed to deliver and is now little more than an abandoned white elephant- why has this not been updated rather than redeveloping this area. The artist's impression is misleading showing lots of young people sitting with laptops as this looks more like a university campus than real life in Romsey. I've also not seen any comments from Aldi regarding their cooperation so is this all just speculation and a waste of taxpayers money that should really be used improving what we already have.

More will have to be done to restrict access to the town centre by through traffic, otherwise all the greening measures will serve only to cause more traffic jams. Signage on the Bypass must show alternative routes for getting to Stockbridge Rd.

Moving the Crosfield Hall out of Romsey would result in extra unnecessary car traffic. Rebuilding the facility north of Broadwater road could enhance the area. This could be achieved by at the expense of all the extra retail units which will inevitably remain empty after built.

Priorities for Romsey

Need to improve pedestrian environment from long term car park at Rapids to town centre. Path by Romsey FC too narrow and not inviting. Pushchair access from Broadwater/Hundred is appalling. Could use new access by new Aldi. Would need to improve path south of bypass and provide pedestrian lights at new junction.
Open up green spaces & improve public transport & integration (rail & buses).
Please carry out environmental analysis throughout the year especially when swifts are nesting and searching for their future nest sites - include swift bricks and/or boxes also of use for other rapidly declining bird populations e.g. sparrows and starlings.
Prioritise cycling/walking over motors. Pedestrianise The Hundred.
Reinstate the roundabout at Palmerston street/Broadwater junction to enable free flow of traffic from all directions.
Romsey is a lovely market town and people visit Romsey because of this. If too much modernisation is done you take away the character and become like any other town. The alterations to the roundabout do not enhance The town centre and alterations to the pavements were made against advice from Government and the blind association.
Romsey is a market town we need more mid-range food outlets Iceland's Sainsbury's we do not need any more charity, coffee shops, estate agents and hairdressers we need to attract young people and Romsey people the future is the youngsters let's get them interested in Romsey and try to let them move in the youngsters need to be able to afford to live here and make Romsey buzz not to be dead lock at plaza roundabout I often spend ten minutes or more to get up Winchester hill from Romsey at 5_6 pm perhaps this is a traffic lights ideal. Please look at this if more housing is happening.
San Antonio in Texas is a very good example of a city that has made great use of the river. The river has been diverted into a large loop with lots of restaurants and coffee shops on the banks. Obviously Romsey would have to be on a much smaller scale but the principle is the same. Please keep up the good work in enhancing our town.
Some of these aims are laudable. However, some of the wording (e.g. the third point) demands that to agree with something one finds desirable demands that one also agree with something not desired. For example: bringing more cars into the centre of Romsey will cause more environmental and visual pollution (a multi-storey (the euphemism "decked" is a deception) car park in the centre of Romsey will be an obscenity). Pushing buses onto a road further from the town centre than the current bus station shows no concern for those who wish to or have to use public transport.
The Asante coffee shop is closing due to drop in customers because there are now so many shops in Romsey. Need a very well supervised non-alcoholic venue for youngsters open of an evening. 2 storey parking? An innovative means to transport people (many are elderly in Romsey) to get people from Rapids area to town.
The first phase of the plan is of no interest and all efforts should be diverted to location and construction of a replacement to the Crosfield Hall.
The masterplan objectives are not clear. The consultation period needs to be extended due to the global pandemic. Many have not been able to comment. I have had no reply to my request for registration.
The principles are admirable and mirror public response to date. What will be key will be good design that sits happily within the historic environment - important not to have retail units that look like any other anonymous town centre. Romsey has a strong character which needs to be enhanced.
The single most important thing to change in Romsey is its vehicle access. This is hobbled at present by through traffic being forced to mix with local traffic, particularly though the Plaza roundabout and surrounding roads. Not perfect, but the only easy win would be a new link road from the Crampmoor level-crossing down to the Luzborough roundabout. Anything else involves new railway bridges and compulsory purchase of properties. Perhaps best of all, albeit expensive, would be a new river crossing from the Budds Lane area down across the meadows to Mainstone. Most of the route would need to be on stilts.
The 'town centre' should extend to include the area within the main railway lines which in many areas suffers traffic noise & pollution, pavements are to a 1920s standard and both TVBC & HCC show little enthusiasm in providing section 106 funding to the Romsey area (as noted above).

Priorities for Romsey

The provision of robust, linked green infrastructure within the masterplan area and surrounds is essential. Not only will this be important for biodiversity and people's wellbeing but it is also a must for a sustainable town and for adaptation to climate change e.g. water management (quality and quantity), temperature regulation and air quality. This will have to be more ambitious than traditional street greening e.g. lollipop street trees which often struggle to survive. Sheffield town centre has created some wonderful greenspaces by incorporating sustainable drainage into its urban environment. I don't mean to be harsh on the recently redesigned Palmerston Square but an opportunity to soften this area and improve its sustainability with green infrastructure has been missed. To explain my two neutral answers: 1. I very much agree with providing flexibility for sustainable transport methods. I am more neutral about car parking although I also understand that people are slow to change their ways. 2. Improving access and utilisation of the Fishlake Stream could be to the detriment of its ecological potential if not designed appropriately. This is a great opportunity to naturalise and ecologically and geomorphologically restore this watercourse and its associated corridor which has been abused for so many years. There is of course room for people in the equation but balance is required.

There are many shops in Romsey no longer in use or turned into an excessive number of charity shops, hairdressers and café's. The variety of shops that once existed, e.g. bicycle repair shops, fishmongers, perfume shops baby clothes etc. have been lost. Maybe high rents and even higher rates made it impossible to continue. Hence an old market town has died. Also it must be taken into account that shopping habits have changed.

There seems to be one major consideration that has been totally overlooked. 'SUNLIGHT' The Dukes Mill development and to some extent the rear of the flats on Bell Street will overshadow the development. Dukes Mill has always had bad footfall because of its orientation. The first rule of retail business has always been 'shop on the sunny side' where rents are always proportionately higher. People like to walk in the sun. This also goes for the proposed seating along the stream. The terrace seating will be in the shade for most of the day for most of the year.

Transport links from outlying villages such as Wellow, Lockerley etc should be improved to maintain footfall without the obvious congestion that new housing around Romsey is bringing. Out of town parking with linked transport?

Very precise evidence of need will must be obtained before any decisions are made about further provision of retail/office/food outlets. No more estate agents, hairdressers or charity shops? Premises in the very heart of the enhanced town centre have remained vacant for a long time. Not an encouraging sign of a thriving town. The correct siting of new car parks is vital. Cars from the new estates on the town periphery will come largely from the north (Abbotswood, King's Chase etc.) and south (Ashfield etc.) Consideration needs to be given to future traffic flow through (?) and around the town. This particular masterplan cannot be seen in isolation. It will have ramifications. The old brewery site may not be part of this masterplan but it is a vital part of the housing provision for the town and has remained an environmental disgrace for far too long. The provision of a new, flexible state-of-the-art arts/leisure facility is vital.

We have plenty of cafés and eating places and 1 wonderful independent café whose profits go to charity is closing at the end of February partly due to the increase in independent coffee shops, which has resulted in a noticeable decline in profits. More independent cafés can't be profitable.

We have too many cafés in Romsey now, just about to lose one which was raising money for a good cause. Yes, we need more parking i.e. a multi-storey on the Whitbread site. The bus station is in the best place as has toilet facilities. To move to Broadwater Road is too far for the elderly population to walk with heavy shopping. A lot of elderly come in on buses from other towns, especially Tuesday and Friday. Also has a nice out look at present.

We should be reducing the amount of car parking, and forcing people to walk, cycle or bus into the centre. A food, cafe/ restaurant quarter is needed. It does not matter if it competes with what Romsey already has, some of those shops can move to the new offering.

Why 3 buildings in the civic area, instead of just 1 and a plaza & terrace opening to the stream? Why housing in that civic area?

Will there be places for cars to recharge their batteries should these retail/residential units be built?

Windblown litter, glass, syringes, all work their way into stream. Public work parties, not Council keep it clear, rats and associated problems not good for picnics and children. All car parking required now. Bus stops and toilets need to be central, clean and comfortable.

You always forget Romsey is a MARKET TOWN only. You have spoiled it now with developments. ROAD cannot take it!! Stop ruining ROMSEY now or is it to late?

Priorities for Romsey

We do not need any further retail outlets, we should concentrate on filling the empty shops we already have. Parking and putting stops for buses in Broadwater Road is not in character of Romsey as a market town or is tiered or multi-storey car parks. Keep the Crosfield Hall central near buses.

PLEASE stop giving emphasis to, and focussing primarily on commercial aspects of future development. This is an opportunity to create cultural and leisure facilities in town. Definitely no more coffee bars!

Remember this historically a market town.

I visited the exhibitions twice. I didn't agree with any of the options. A complete waste of money.

I want to see Romsey remain an "ancient" market town and not become a modern mini city. Shopping culture has changed and we should retain our character. Not all change is for the best.

New shops would destroy the existing - shops going out of fashion. Buses coming into favour needing a well sited bus station. Aldi on the by-pass would extend the commercial area and be detrimental to the amenities

All these priorities are laudable. They are very worthy objectives and must not be dismissed lightly as mere words when the development plan comes to fruition. However, the proof is in the implementation of these fine words translated into a clear and imaginative vision of how the final package should evolve.

I have not seen any research that supports the need for further shops and restaurants. Now writing at the time of the corona virus pandemic, I hope that the plan will not be implemented, there will be many more calls on public sector resources, and a long period of economic difficulty will follow. Even before the pandemic, I was concerned about the viability of shops in Romsey, and I think that adding more shops and restaurants may put existing outlets out of business. There needs to be thorough research on demand for retail and leisure activities to ensure that we don't end up with more empty shops.

Retail has changed so much in the last 10 years that it should not be relied upon to finance future development. I think it is going to change just as much in the next 10-20 years too. Some new residential would be ok, but not too much. Community meeting places are already stretched so more are needed not less. Parking areas are soulless so keep them hidden. Bradbeers is very important and I do hope it flourishes.

I agree with much of what is proposed and the ethos of improving what is there at present - thank you. I love the greening, the landscaping down to the stream and encouraging people to sit and enjoy the river, making the two cut-through to The Hundred more welcoming, the public art (please make it playful and interactive!) and the public water fountains - all very positive. However, the Boots store behind the statue has been vacant for about 3 years now, as have other shops on The Hundred. My concern is that if there are available shops which are not being filled, how can we be sure that more retail space is needed? I would very much like to see some of the smaller retailers like Lemon and Jinga (who offer ethical food and cleaning materials with minimum packaging, currently in an industrial estate) encouraged to move into town. When I asked, they said it was the difficulty of car parking in the town centre. From the event I went to, additional parking seemed to be the top request and (even though I mainly cycle or walk in) I agree; we want everyone to come to the town centre, by whatever means! The new houses are mainly outside most people's walking/cycling distance, so please accommodate them. Using the Rapids as park and ride/stride is fine but would require additional parking. I'm a member of the gym and whatever day/time its difficult to park; people are often late for classes as they were looking for space.

Short Term Options

I'm not sure about the practicality of the outdoor cinema, but it's a good starting point. In terms of the waterfront improvement and street furniture - I hope the images used were early concept ideas, rather than firm options - they're really quite ugly, and I'm not convinced that adding concrete to the waterfront could be considered an 'improvement'. Having recently (in September) moved to Romsey from Tunbridge Wells, Kent I am keen to avoid some of the things I know to be a negative from my time in TWells - namely the ugly street furniture.

Although greening is good, rewilding is better, for wildlife and everyone. Joining up Wildlife corridors benefiting everyone. More trees on edges are good. More greenery growing up railings, native wild flowers and bulbs that don't need as much maintenance as annuals. Living green walls on buildings, the pavement areas are not that wide and added sculptures and other things make it difficult for partially sighted and people with pushchairs and wheel chairs to navigate. Also shared spaces have been shown to be hazardous for partially sighted. Think very carefully about access to walk in the stream. Have seen this elsewhere and it's not good for chalk streams, upsets the Wildlife and damages the stream. It's enough of a problem with people throwing rubbish in the stream! More bridges over to look down into it would be better. The pavement made of small paving slabs break up or become loose very quickly as we have seen elsewhere in Romsey. Causing no end of trips and falls. Coloured tarmac is cheaper and lasts longer, incorporating a different surface so pedestrians know where the edge is, and fencing is essential near water to prevent children, partially sighted falling in.

Continuation of above. With the apparent reduction of transport facilities close to the centre of Romsey, what is proposed in their stead? Park-and-ride seems unlikely. I feel that there is adequate provision for shops, particularly considering the number of here-today-and-gone-tomorrow charity shops, cafes and estate agents. While Romsey may have acceptable public transport from the south and east, access by public transport from the north and west varies from poor to non-existent. I see no sign of this improving in the next 20 years. A bus station is necessary, and, if there were space for it, to the north and closer to the railway station. I see no clear replacement for the Crosfield Hall.

I am doubtful that the installation of public art will have a positive cost benefit and concerned that opening up of and enhancements to Fishlake Stream and Tadburn Lake waterways whilst attractive in 'artists impressions' will soon deteriorate in its visual and practical amenity.

I can't find the medium or long term options on the website. I've read everything I can find and still don't know what is actually being proposed.

I would question the use of terraced seating adjacent to the Tadburn stream. Has the health and safety of this, particularly at night and in low lighting been considered? Given that one of the main feedbacks from the consultation was a need for more green space, I think it is a shame to incorporate more hard engineering to this stretch of the stream. There is an opportunity to restore this for both wildlife and public enjoyment with bank restoration works, by replanting in-channel and bank vegetation, and soft. This would be much more beneficial to public health and wellbeing through the creation of more natural green spaces. I feel that the plan does not incorporate enough green space, despite the clear demand. More detail is also required with regards to the 'greening' of Broadwater Road. How will this be achieved? Also has any consideration been made for the use of green walls/roof? These can be useful tools in achieving urban greening, tackling air quality in urban areas and can be visually more appealing.

I'm sure the core concern from everyone is the assurance that the development will not ruin the classic character of an English market town. Modernisation is all well and good in areas that have no existing character but from that currently shown the designs offer nothing to enhance the 'class' of the town or afford the build quality that will provide lasting benefit.

It no wonder why the younger generation of Romsey 20-30 (I'm 28) decide to move away from Romsey. By doing this you are just turning Romsey into a posher version of Eastleigh.

Leave it as a character town and lower rates for businesses.

Looking forward to seeing the new development which will enhance Romsey, and make it an extra special place to visit, work & enjoy, I can also see this development attracting new businesses

Looks good but please improve cycling access at the same time as improving pedestrian access. Please ensure that the bus station is kept where it is as encouraging public transport is vital in combating climate change.

Love the idea of an outdoor cinema and making more of the waterway including the options of public allowed to be in the water in the summer. Kids fountains etc

Love the outdoor cinema aspect, something to bring community together. Is there an options to build in small water play area for kids? Can we enable easy pedestrian access to memorial park, as well as rapids. Bike parking essential

Short Term Options

Not particularly interested in the idea of open air cinema. What about the noise impact on nearby residents?
Please don't remove the public toilets
Providing better aces, walkways, cycle paths and opportunities to get to Romsey makes a lot of sense. The easier a place is to access, the more likely people will come.
Retail looks extensive, possibly risking character. Not enough focus on sustainable travel options and over provision of us environmentally friendly vehicle use.
The movement of traffic, safety of pedestrians and Improvement of the state of the pavements should be a priority.
The plan of demolishing Crosfield hall & building one by the rapids will make it less accessible to people who don't drive.
Utilise existing town centre for retail and restaurants
We need a few more shops of the type which are more popular. something like a poundland or primark
Why is the bus station deemed to be the eyesore and potentially relocated to an on road provision? On road provision of bus facilities does not work as a terminus point for bus routes. You only have to look at how disjointed Southampton's bus infrastructure is after they removed the bus station.
Will we lose Crosfield Hall before new facility open.
Yes step away from all this. Your previous attempt at improving the town is a shambles. You are all clearly not up to this sort of planning.
Too much expectation of 'green open spaces'. Not sure where they are coming from.
The stage one proposals should make a positive improvement to the area.
6. Initiative and consultation to be applauded.
Agree more to be made of stream, but it still backs the other side onto flats and Bradbeers. Does the plan include improving Dukes Mill? Can't see how the cinema would work? Where would people sit if there are flats and shops on the adjacent space?
Get the old brewery site developed all you are doing is drawing fire from the lack of enforcement and progress. Force Stanborough to open up land for parking or stick a compulsory purchase order on them. Think of extra footfall free parking in that yard will generate.....
I agree that enhancing and adding to the green spaces is a good idea. I agree that prioritising cycle and walking routes is a good idea. I have reservations about the designs featured. There seemed to be an awful lot of concrete.
I like the focus on better pedestrian access. The more that can be done to encourage walking into and around town, the better. Street furniture and pavements are also welcome but please could we keep cars and people well away from each other? Wide pavements with seats and little play areas, lots of greenery - places for people to sit, so that going into town is about social/community as much as retail and spending.
Is finance to be provided by new retail outlets? If the projections of new customer numbers were wrong, or they were right but roads could not handle the numbers then these might end up taking business from existing businesses. The situation would then be worse than present - none of the retail outlets, new or old, having sufficient custom to stay in business.
It is all very complex and I hear concerns and worries from a lot of people
It's a start.
Particular care must be taken with the relocation of the bus station. The Rapids are too far out of town for people with limited mobility.
While I'm not obverse to new developments, taking away the central bus station, and disabled parking in the centre or Romsey does seem a backwards step. The disabled parking bays seem to always be fully used on a Saturday, and with an ageing population I can't see this changing any time soon.
A good start. Make the area more inviting and intriguing - get the greening going. The banks of the stream look very paved - need to be greener
As time goes on I assume that the Masterplan will be constantly reviewed and not just set in stone.
Except for the outdoor cinema (noise pollution, irritation for residents). Greening should be as natural as possible and not just a tree in a sea of concrete. Needs to be good for nature (flowers for bees)

Short Term Options

Get the old brewery site developed all you are doing is drawing fire from the lack of enforcement and progress. Force Stanborough to open up land for parking or stick a compulsory purchase order on them. Think of extra footfall free parking in that yard will generate.....

Is finance to be provided by new retail outlets? If the projections of new customer numbers were wrong, or they were right but roads could not handle the numbers then these might end up taking business from existing businesses. The situation would then be worse than present - none of the retail outlets, new or old, having sufficient custom to stay in business.

Make sure you provide great youth facilities.

Making improvements to what is already there will be of great benefit to the town as it is already.

Too early to say, plans are so up in the air it is very difficult to say agree or disagree.

Very underwhelmed by the short-term plans. It seems to just involve just signs, with no substantial change.

(1) The water levels in the Fishlake Stream are well below the level of the adjacent land. If it is intended to make the Fishlake Stream a "feature", then the water levels will need to be raised - can this be achieved without backing up the stream north of this area? (2) Expenditure on public art at this stage in the project should not be a priority. It would be a shame if the later plans are scuppered because the money has run out due to overspends.

All bus stops need a shelter and seating

All options seem to be well considered and in the best interests of Romsey and its people

Allowing large

Any development must take account of: 1) utilisation of brewery site in Latimer Street 2) Pedestrianisation of the centre of Romsey 3) Possibility of a Southampton to Romsey tram.

As above. Replacement Crosfield hall must be a priority.

As no idea of overall timeframes difficult to assess. Completely appreciate the time taken to consult BUT let's get things started! Romsey demographics are rapidly changing - we are not a glorified nursing home.

Bus stops MUST have adequate bus shelters. After Salisbury bus station closed I stopped shopping there on market days. Shelters are too small for all the passengers waiting.

Buses do not idle, they arrive and leave fairly quickly. Could we have improvements to the businesses which back on the SoTC (and front The Hundred)

Crosfield Hall is not a venue to be shipped out, links to towns pubs, buses, restaurants, upgrade the hall make it also aesthetically 'fine', but don't remove it to another location. The care home however does need a cleaner, open, quieter location.

I am not keen on traffic calming, it does not work and adds to congestion.

I am pleased to see that the sight lines at the dangerous junction between Palmerston Street and Broadwater is to be made safer.

I have no problem with the overall thrust but the devil will be in the detail. Improved access to the stream is fine provided it comes with a sensible management plan, e.g. who will ensure the stream is kept clean, and who will ensure that the verges of 'greened' streets don't become an unkempt mess like so many we see right now? I am unconvinced that we need significantly more pedestrian access to the Rapids from the town centre as I don't see any evidence of unmet demand.

I like the summer "outdoor cinema" idea - maybe with a bar

If it competes with some of the shops already in Romsey that is a good thing.

I'm unclear of the timescale. If the timescale of the overall plan is 20 years then presumably short-term is within the next seven or so years. I understand the approach which seems fine to me but green infrastructure/ sustainability (see above comments) must be integrated and delivered at every stage.

Installation of public art..... whilst this is a nice to have, could the money be better spent elsewhere. I'd rather it was spent on making sure the improvements are well maintained...

It all seems pointless given that pedestrian access within Romsey would be quite acceptable as it is were it not for the intrusion of the private car, which is a danger, an eyesore and a polluter. None of the supporting pictures shows a car, but the obvious intention is to pull more cars into the town centre; one of the pictures shows a (German) bus stop, but the obvious intention is to move buses further from the town centre.

It just needs tidying up and better maintenance plus improvement to the Dukes Mill area that is an underutilised grey concrete uninviting waste of space.

It needs to be managed in a way that avoids disruption to the town businesses.

Short Term Options

Linked squares with or without green spaces. The passages to the Hundred and Market Square must be doubled in width to create integration.
Love the riverside development of trees & seating. Do not agree with moving buses to Broadwater Road and eventually loosing bus station. The crossing near Crosfield works fine already, I use it regularly.
Market town ROADS?
Need to spend the money on improving the pavements now and potholes.
No need for an outside cinema.
Not sufficient info at the moment, looks very modest/marginal. 3 buildings on bus station look cramped, reduce to 2 larger and increase green space looking towards Abbey.
Not sure which are short, medium and long term plans... Strongly disagree with the large scale redevelopment option, but not with smaller scale improvements being made to improve the environment.
Parking for various events - Beggar's Fair
Please provide preference to child and disable car park spaces
Really important to connect to The Hundred, pedestrian routes should be the first improvements
Really not sure what difference some trees and a change to the look of the stream will make. Phase one will make the area seem pedestrianised and open, only to be filled with three buildings later.
Reducing on stepping a bank down to the stream will be a hazard to anyone who happens to trip near the stream. Opening up space will be detrimental to the wildlife that fly up and down the stream. there will also be more pollution to stream
Romsey doesn't need changing. Stop wasting money.
Street greening would be nice. However outdoor cinema poses some questions. An outdoor cinema will disturb and discourage wildlife. There is residential area right nearby. These will be disturbed by the cinema. How is litter managed in such an area - particularly if you wish not to harm wildlife? Is it really warm enough in this country that an outdoor cinema would have enough use to be really worth it?
Take opportunity to improve the greenery around Crosfield Hall to make it more attractive.
The Fishlake Stream - a waterfront opportunity is not a great selling point. The access issues are well addressed.
The loss of a bus station is a retrograde step - it is an asset. Suggest looking at both Salisbury and Southampton centres that redeveloped their bus stations for commercial gain leaving buses scattered over their centre. Very unpopular move by the councils.
The options all seem to be good ideas
The path along the Bypass/Tadburn Stream should be improved and made joint use for pedestrians and cyclists. The entry from the Bypass into Banning Street could be improved/enhanced and also made joint use.
The stream as is might be best buried under a piazza even in an enhanced state would create a water-side look. It could well become a danger to young children. The bus station proposals have buses clogging up Broadwater Road. A wide access road off the bypass would allow drop off and pick up points up to a roundabout on Broadwater Road, minimizing their intrusion into the town.
The waterfront plan is OTT for a market town. It is out of character, reminiscent of Cardiff and unnecessary.
There should be an option to 'do very little' just improve the bus station in its current location and improve Broadwater Road. Noted that this is the 'short term' option
This short term plan (and medium and long term plans) needs to ensure it provides suitable spaces/amenities for children and young families - if it doesn't we are missing out on the age group that is vital to provide the lifeblood for Romsey's future. Shops/amenities within the town need to reflect this too - it is no good having a modern looking town if shops and businesses are closing (which is sadly the current situation). There are three possible types of young families: - 1. Those currently living in Romsey - need the incentive to shop and spend leisure time in Romsey. 2. Those who could be attracted to live in Romsey - if shops and amenities were attractive enough. 3. The young families that will visit those living in the many, recently built retirement homes - need to ensure that during their visit they are using the shops/amenities so enhancing the prospects of local businesses.
Very difficult to comment when the strategy document attached is organised in overall ambitions.
Very difficult to visualise but a short term masterplan is a good idea. Need some more detail on infrastructure etc. to form a better opinion.

Short Term Options

Waterfront improvement - an amazing opportunity Maximise "evening friendliness" Against open-air cinema idea
We do not need any more shops or food outlets. We need to protect and enhance what we have. We already have many empty shops and far too many coffee shops. Signage and Wayfinding, why not use plain English.
We have a bus station which many towns lack. The idea of putting buses along the Broadwater Road is a backward step and very "ungreen". Who wants to wait for a bus as cars whizz by spraying you in water from puddles we have a safe area where buses can park while the driver has a short breather. Only car drivers would not care if it goes.
Yes I agree, but I'd suggest just 1 civic centre building by the north side of the new plaza, increasing the pedestrian area of that plaza by current Mill Stream apartments. I strongly agree with the opening with terraces the pedestrian areas by the Fishlake Stream; very good.
You mention improved links to the Rapids. Please do not rely on people crossing the bypass to a town that cannot be seen from the Rapids.
We should keep the bus station central near the Crosfield Hall to enable people to use public transport to attend events there and in the Abbey. Why not utilise the old brewery site for parking? Please do something about the pavements in Romsey, they are in a shocking and dangerous state.
I don't believe the current proposals will benefit the people of Romsey in the best possible way. The re-siting of the bus station, the demolition of the Crosfield Hall and removal to a site less accessible and the necessity for providing more parking spaces in the town centre have not been satisfactorily addressed.
Big upheaval - no parking for workers and delivery
Do not move the bus station. It is in an ideal position - close to shops, cafés, public toilet etc. I use the bus (I do not have a car). I see many other people using the bus station and note how convenient it is for them.
I cannot believe that alighting from public transport into a road is a step forward it is very backward. The hall is a town possession and town means people of Romsey in this case - not Test Valley Borough Council.
Strongly agree with river walk, green space, tree planning, cycle ways and new public toilets.
There seems to be little purpose in tinkering with enhancement proposals in the first stage. It would seem to be the cart before the horse. The enhancement should be embodied as part of the first major phase of development.
I think that establishing a second 'centre' for Romsey will have a detrimental effect on the Hundred and other existing town centre roads. Although the centre of Romsey is small, having two groups of shops and restaurants may mean that competition is too fierce to sustain businesses. Research is needed on demand - all the masterplans seem to be solutions in search of problems. The strategy document is weak with no analysis of the business environment and no financial elements covering development costs, maintenance of public spaces or any other information. In the light of the virus pandemic, I sincerely hope that this masterplan will be shelved, and any future exercise be carried out with much more rigour and transparency.
Be careful the new retail does not compete with the high street as we do not want it to decline any further.
Agree with all the principles. Not sure about the open-air cinema; this will inevitably be an under-used resource. The Town Council run fortnightly film showings that sell out. I see that you did look into a cinema (indoor) and found it not viable. I believe there is a strong and increasing demand; can this be looked at again? Our nearest cinemas are Eastleigh and Southampton and very corporate. Would a company like Harbour Lights be interested, perhaps if one of the rooms in the community hub could be made available? At Winchester Discovery centre they have a room with tiered seating which can be wound in and out (so that the room can be used as a normal function room) - perhaps a partnership with a cinema provider to run films at the weekend and have the room for fitness/meetings/functions at other times?

Medium Term Options

Bike parking. Parking not an issue now but need to be future proof when attracting more people to the area. Community space needs to be prioritised. Subsidised rates for ethical/ community driven/ valued service

Bus station needs to be in the town centre! This encourages use especially from the elderly, which are increasing in number. Also buses will be electric soon so idling won't be a problem. The Rapids is too far away from the town centre to carry shopping, you can't drop things in your car and carry on. We do not need anymore retail units. Some have been empty in the town centre for years. More and more people are shopping online, we need smaller independent shops. We'll just have more empty shops. Could we make the ones which already exist into smaller units or shared space for pop up type shops. We are getting more cafés and less shops. We need parking in the town centre, often all the disabled spaces are full (I am not disabled but frequent the town often) why not make the Aldi car park double decker? Crosfield Hall is in exactly the right place and should be kept there and enhanced. Why not make it the community hub? It's already well used. I personally belong to 3 different groups who use it. If it's moved nearer the rapids it will make walking from the town centre difficult, at the moment you can easily go from there and then to town, which I often do. I wouldn't if it was near the rapids.

Find other employment as your ruining this town.

How are buses going to turn around and why use defamatory language to describe them as idling when stop/start technology is becoming more widespread in the bus industry. They also do not layover for large periods of time. Yet again, masking the actual operation and experience of the bus station for a convenient fantasy to sell your dream utopia. How do those with mobility problems and reliant on public transport access the town centre after you move the buses away from the closest point they can reach - oh by not giving a care in the world. How do on road bus stop = a bus station? Not really, just say what they are bus stops.

However, need to make up your minds on whether the existing Crosfield Hall site is to be the new bus station or the new Aldi - difficult to see how it could be both.

I agree with the idea of reconfiguring the bus routes and station within the area to prevent idling buses, and to the provision of catering facilities. This is again an opportunity to use sustainable innovations, such as solar panels and green roofs, so Romsey becomes an exemplar for future sustainable development.

I think there are aspects of the medium term options that need a re-think. Altering the bus circulation seems like a good idea, in particular option 3. However, that still would require traffic lights, or at least a pelican crossing to allow Aldi customers to cross over to and from the car park. This will still cause the idling the is attempting to be avoided. I would like more detail on the proposed 30-50 residential-led mixed use development. I'm not sure the infrastructure currently in place supports the current levels of traffic. With the added considerations of parking, I can see Romsey residents being quite upset with this proposal. If the development included its own parking, that could be less of an issue, however you would still have an issue with infrastructure. Whilst attempting to discourage use of cars for the sake of the environment is admirable, the truth is the car is easier to use than a bus. Until that changes, the vast majority of people will continue to use their cars, sadly. I also can't imagine the residents of Edwina Mountbatten House being overly keen on the idea of a stacked car park. I must add that, aside from the issues I've raised, Stage 1 (bus station) of the medium term plan is generally well balanced.

It is clear that a fundamental component of the Masterplan, the Crosfield Hall facility, has not yet been evaluated whilst the attractiveness of the site for alternative (commercial) use has been grasped. Without the importance to the community of this essential facility being fully understood the plan might well be fundamentally flawed.

It sounds strange that you need to modernise to maintain the past, but I wholeheartedly agree. You can retain the charm and historic aspects of an area while enhancing your ability to access and see these items through changes in access and upkeep. I think it is an excellent idea to bring things more in line for an accessible Romsey.

It would be useful if all the car parking could be in one location, with some sectioned off for Aldi customers, similar to the Alma Road car park with Waitrose. I appreciate this may not be possible with what the land offers, but that would be the ideal situation. Otherwise I'd be slightly fearful of cars coming out either side of Broadwater Road fighting for an exit out of the town towards the Rapids and Broadlands.

Much further detail required.

Please don't remove the public toilets.

Romsey lacks an evening scene. This area needs to focus on improving this with outdoor evening dining essential

Medium Term Options

The bus station should be improved in situ - we should be encouraging use of public transport to combat the climate change. Something like the Southampton Uni bus station would look lovely and make bus use appealing and convenient to use. There is no mention of improving cycle access. With the climate emergency this should be a top priority. Please provide cycle paths (ideally segregated from pedestrians and cars), covered cycle parking, cycle signage. With the decline of retail is a really bad idea to add to the problem by building new shops. These will suck the remaining retail life from the town. Please use the space instead for social and community facilities. Provisions for greening Broadwater rd. and improving pedestrian access are good.

Whilst appreciating the desire to reduce space for buses standing, this is important for allowing flexibility to maintain punctual departures, and for passengers interchanging. The present bus station provides access to toilets for the bus drivers, and this is often the only facility on their route. There is no suggestion as to how and where the Crosfield Hall functions would be replaced.

Ridiculous to have the bus station re-located along a road where so much else is planned to be. A bus station needs its own space where people and buses can wait safely. Bus stops strung out will cause chaos for passengers and cars driving along the road. And with a new Aldi planned and a dual level parking area it will be far too busy.

I like the idea of a community hub on the area of the bus station, but I prefer more community type buildings rather than additional residential units. Moving the bus stops to Broadwater Road will I feel create unacceptable congestion on Broadwater Road. Why do we need 250 car parking spaces on the Crosfield Hall site? There can only be about 100 spaces in the two existing car parks.

A multi-story car park is a very bad idea and does not fit with the character of Romsey. We should not be encouraging more cars into the centre. Instead we should be improving other transport links. I think Romsey has all the shops we need. Amenities which are about things other than retail, e.g green space, outdoor activity etc. are better.

As a bus user, moving the buses further away from the centre of Romsey is not good, carrying shopping further just to get to the bus would be annoying, especially for older people

Do not like the decked car park in place of Crosfield Hall. Where are the community facilities? Don't like the provision for residential and retail. Too much. Buildings will be too high; space won't feel open enough. Where will buses wait? They would block Broadwater road surely - maybe I've not understood well enough? Having buses pull out onto bypass sounds crazy - wasn't that entrance closed years ago because of traffic problems?

I appreciate it needs to change and improve - but some item concern me e.g bus depots in Broadwater road - I was told by several people it was to be on the bypass - so it is not clear to everyone

It's a start.

As above. It clearly has potential to be a white elephant.

Development of a central community hub is key here. Extensive consultation is needed of various community groups to find out about the variety of requirements.

Does 'flexible retail' address the wish of the Citizens Assembly (sic) for easy in/out start up units for small businesses?

Need to retain a good amount of open space and not infill with retail/residential. Heights should be kept low, otherwise loose sunshine and openness. 2 level parking sounds too much. Crosfield Hall replacement should be better and cheaper than current. Will council retain the ability to offer free use?

Still have concerns with regards to the loss of the bus stops in their current location, although appreciate Broadwater Rd isn't particularly far from the current location for those less mobile it could be a challenge.

This question is senseless. You are asking if I agree with two separate phases, each containing several "options". You haven't defined "community hub". Buses are preferentially used by the elderly and infirm and therefore need to go as close as possible to the town centre where most shops, banks, Post Office, etc are located.

PLEASE could you ensure that the 250 space car park plans ahead for electric vehicles being the norm? There will need to be charging points throughout the car park. Also, what about space for bikes?

I give up having lived here 45 years.

Bit concerned by Crosfield Hall relocation - much used for a range of community groups & convenient for bus and cars currently

Broadwater road must be made much wider to allow for standing buses both sides and adequate flow of other traffic.

Medium Term Options

(1) Please DO NOT knock down Crosfield Hall before you have a replacement facilities ready for use - THESE MUST BE NEAR THE TOWN CENTRE - The Rapids is too far away. (2) The re-siting of the bus termini to Broadwater Road raises concerns about the safety of pedestrians in Broadwater Road. Pedestrians crossing the road will have their view obstructed by waiting buses. (3) A much larger roundabout will be needed if buses are to routinely turn 180° near the Dukes Mill.(4) Based on comments (2) and (3) it seems that land from the car park will be needed to ensure safe vehicle movements in Broadwater Road. (5) Why a decked car park on the Crosfield site, if this is to be replaced by an Aldi store in the next phase?

(1) We must have a bus station, look at the situation in Southampton where they're buses congest the roads around the West Quay and Bargate areas. (2) Decked car parking is not in keeping with a market town. We do not require a further 250 spaces when retail is in decline.

Already had a lot of money spent on Church Street, Bell Street and Market Place. Now planting trees which is all very well sitting under having a coffee and being bombarded by fruit and birds.

As a regular user of the Crosfield Hall - given to Romsey residents, it's ideal for medium group users, it's centrally located and adequate. It's not for Nexus & colleagues to remove community assets without a replacement of similar size within the town centre (not at the Rapids!)

as above, I would like to see more detail of the infrastructure particularly in light of recent flooding.

As above, just 1 civic centre building please.

As explained above, the suggestions in the medium term option of demolishing Crosfield Hall, and building flats and shops on the bus station do not seem to have been justified in terms of the needs of Romsey people. In addition, I strongly disagree with demolishing Crosfield Hall to build a car park. Firstly, it's wasteful, as Crosfield Hall is good, and well used, and demolishing it and re-building an equivalent facility outside the town centre will be more expensive and use more materials and resources than upgrading Crosfield Hall. Secondly, the drive should be to encourage less use of cars, by improving pedestrian and cycling access, and improving public transport. A new car park runs contrary to this.

As long as community facilities such as the Crosfield Hall and parking are not restricted during this time. Cut down on the cafés/restaurants

Community hub is key for providing a focal point for the town. I can't comment on Romsey's need for housing but support the proposed and access to facilities/transport

Concern re buses using the "bypass" - they currently do not

Could we consider the bus station at the Rapids and run regular shuttle buses to the centre of town? No need for large buses but Transit sized and thus ease access issues.

Creating such a configuration of block would mean that a lot of outdoor space would be in shadow. There would also be a lot of noise echoing around and causing disturbance late at night to surrounding inhabitants.

Crosfield Hall over by the Rapids makes so much sense - most people attending events there want to park and not shop etc. It frees up parking for economic activity.

Having used Crosfield Hall for fairs and a fashion show I know the access and facilities are good. The Town Hall (upstairs) and British Legion have access problems for loading/unloading and setting up.

I agree with some of the ideas but: there is a lot of building here and I do not like the idea of a decked car park which in my view does not fit with the premise of 'historic Romsey'. There is actually not a lot of open space, and I consider the drawings to be slightly disingenuous in that they appear to show more openness that I think there will actually be (one is of Broadwater Road which looks rather 'pedestrianised' but won't be with cars and buses passing through. Who is the residential part of the development aimed at? Are there any proposals for some social housing? Broadwater Road would need widening for bus stops. At this stage we have lost the bus station (not an issue) and Crosfield Hall (possibly an issue).

I am in favour of retaining Crosfield Hall, perhaps with improvements. It is a good resource and not falling apart.

I firmly believe that if we are to retain the existing centre of Romsey as the heart of the town, it is a bad idea to move the bus station further away. Elderly people, those with disabilities and young parents with buggies will be disadvantaged by such a move and less likely/able to come into town. The proposal doesn't seem to address the question of where people in the 30-50 residential units would park. I am not convinced that there will be sufficient demand for that volume of additional retail and leisure use capacity without damaging the existing heart of the town. Where is the hard evidence? I believe any move to replace the Crosfield Hall with a venue away from the town centre (e.g. on the Rapids site) would be doomed to failure. Many of its users are elderly and would not walk from the bus station to the Rapids; you would either lose users or increase car use, neither of which seem desirable.

Medium Term Options

I have concerns about possible idea of open air cinema in summer because of noise disturbance
I should have been sent the full masterplan to my home address in North Baddesley. Consultation has not been good enough and the number of responses will probably show this!
I think buses need to "idle" in the town to pick up passengers. There also needs to be more room for coaches to set down and pick up.
Linkage to Abbey.
Need to consider feasibility of option 2 bus circulation, attractive option if it can work.
Not clear, especially about the relocation of Crosfield Hall which appears to be taken as a given. You need to good ideas about how this could be achieved.
Not enough detail on current vs. future usage. Could/should be doable in 5 years, short and medium term plan should be combined to save time and money.
Opening the fish lake stream further would be nice. The Crosfield Hall is needed as it is. If a better site could be found for the Countess Mountbatten home then perhaps you could use this site for Aldi with some of the Crosfield Hall parking. Perhaps Broadlands could be persuaded to sell land just inside the gate to rebuild the Countess Mountbatten. However it is a marvellous place and a really good alternative would have to be found. I do not see that the bus station could move to Broadwater Rd. It is fine where it is though you could upgrade the toilets. I think it would be better to provide new facilities at housing developments eg Abbotswood and Luzborough so these communities had facilities on their doorstep. Better for the environment.
Option 3 should be adopted for bus circulation. New bus stops will each need to have shelter and bench (and raised kerb?). Location should take into account large groups of school children waiting for buses at certain times. No detail is given of exact location of replacement for Crosfield Hall. If south of Bypass, then this should be consulted on separately. Any replacement would have to be built before existing Hall demolished.
Preference would be for a centralised, sheltered bus facility catering for electric buses. Safe cycle ways from the new housing on the outskirts of Romsey.
Sad presentation of any building, unless the quality is good nothing should be built, Romsey old law courts, post office, Banning Street flats, Broadwater absolute disgrace, Romsey deserved better.
See comments above re improving vehicle access. Half of Romsey's user live in villages with no prospect of public transport, and too far away to walk.
See my comments in Short Term plan and as a Crosfield Hall user - there is a need for an equivalent space which is fully accessible and easy to reach from the town centre and provides a similar floor area/seating capacity to Crosfield Hall and annex for exhibitions/fairs/large meetings - so the new community hub needs to be able to provide this. The Crosfield Hall is a good size but exceptionally outdated (it was good in its time) but if we don't have an equivalent space then the Town will be missing out on the income from those who use the Crosfield Hall. If the new community hub is nearer the time, then it will be even easier for visitors to events at the community hub to go in to town centre to spend money and it will be easier to attract visitors to the town centre to events at the community hub. Please do not sacrifice the Crosfield Hall unless there is an equivalent space nearer the town. Functionality is as important as appearance. I agree that the town needs to have good outdoor spaces but not to the detriment of the current indoor spaces.
Strongly in favour of moving Crosfield Hall. Also in favour of new development on bus station car park - shops, cafés, flats etc.
Suddenly at this point the plan refers to the demolition of the Crosfield Hall. Why not enhance it instead? If it is not flexible enough, redesign? If town centres of the future are envisaged as places for people to gather (not necessarily shop) we need the meeting places in known areas, near the town centre. We have one!
The clue is in "premium town centre land": the aim appears to be to sell Romsey to the highest bidder. As for "idling buses", this is a false and deceitful claim: buses' engines are generally switched off while at the bus station. The greater threat to health and environment is the plague of idling cars, often illegally parked, within the town centre; something about which nothing is currently being done, and that the plan makes no attempt to address. A civilized town would have fewer cars, and more space for and better facilities for: pedestrians, cyclists and public transport. The centre of Romsey would be pleasant and inviting were it pedestrianised; instead it literally stinks for much of the day, and presents hazards to those on foot.

Medium Term Options

The demolition of Crosfield Hall and having a similar hall further out is a terrible idea. Close to centre of town and the bus station is ideal - accessible for lots of different bus routes and not too far to walk. Especially with a large part of Romsey's population being older you cannot expect them to walk or cycle long distances. Therefore, your plan is less accessible to all. Being close to the shops is ideal and saves extra trips thereby reducing pollution. If you aim for more sustainable transport this is counter intuitive. Even as a young person I would want the hall in the centre of town close to everything else. The taller buildings being built and the decked car park are inappropriate for the area. The openness and lightness of the space currently is one of its positives. A decked car park is also an eyesore. Currently it functions efficiently and well. Architecturally how do these buildings relate and promote historic character? The provided sketches show a standard modern building whose style will not age well and do not reflect the town's character. Romsey also has too many cafés and plenty of shops. It really does not need more. Only a little more green space in that area would be nice.

The proposed provision of residential units in the midst of a retail area seems a bit bizarre. What is a new community hub? What is the old one? Why do we need 250 car park spaces? This would more than make up for the loss of spaces at the bus station.

To site bus stops along Broadwater Road could cause great delays and congestion. The provision of public art along the stream is perhaps fanciful

Very difficult to comment when the strategy document attached is organised in overall Ambitions.

Want to keep a proper bus station. Do not like buses lined up along the road. Big mistake to make car parking further from town centre shops in The Hundred. Strongly disagree with losing Crosfield Hall which works well for large meetings (U3A).

Whilst it would be good to see more of a choice/mix of retail outlets in Romsey, I hope that we don't end up with lots of vacant lots because the rent and rates are too high. Also, whilst it's nice to have the choice of restaurants/outdoor summer dining - I hope there will be resources in place to keep it clean and tidy. I do hope the proposed decked car park is sympathetic to the area and doesn't end up an ugly blot on the landscape.

Will only consider the Crosfield Hall demolition if it is replaced by "adequate" parking for visitors to Romsey. Our historic town needs the tourists to spend money and enjoy their time here without blocking our roads.

Would you need a roundabout on the by-pass? Important to maintain bus access and encourage use.

You need to ensure that users of the Crosfield Hall are offered alternative venues etc.

Do not put Aldi where the Crosfield Hall is situated, the Hall was given to the residents of Romsey for community use and is in continual use by various groups and clubs. Rebuild it but do not move it to the Rapids, that is too far out of the town centre for a lot of people to walk.

Lack of toilets Cobble pretty but disaster, do not last

Do not move the Crosfield Hall. It belongs to the people of Romsey and is very well used. It is conveniently placed for many people who walk to it and there is good parking.

Strongly disagree with moving bus station, 30-50 more dwellings, new shops, decked car park and open air cinema.

Not convinced by the proposal to develop an intensive urban settlement of retail/commercial/residential massing on the bus station site which gives little consideration to the view of Romsey Abbey. Not really part of the character of Romsey in the form illustrated. However, agree in principle to the removal of the bus station and reuse of the site with proposals of a lesser scale. Have no reservations about the removal of the Crosfield Hall if a more efficient facility can be incorporated into the masterplan to enable a viable redevelopment of the site. In the medium term I think the focus should be on a new access to the town centre from the by-pass and a resolution to the provision of a public transport drop-off/pick-up 'hub' from which all the other components off the masterplan hinge. i.e. an attractive gateway, a sense of place, co-ordinated way finding, logical links etc.

Would like to see the decked car parking, I think additional parking is necessary to support the viability of the town centre given thousands of new residents in the new housing which is being built (rightly). Bus circulation - option 2 seems best to me although all seem to be one right turn and one left (not two lefts as the text says). Preferably a one-way flow of buses, dropping on the side of the street nearest town and getting priority at junctions. Most of the buses (66, Bluestars to Southampton, some smaller services) come in from the direction of The Plaza. The railway station is also on that side of town. It would be faster (and cheaper, and therefore preserve more frequent services) for buses to drop off on the side of town that they come in, perhaps in the Waitrose car park, rather than queuing and manoeuvring to come into Broadwater Road. Have the bus companies been asked? See also comments about cinema above.

Long Term Options

As long as the character of Romsey is kept in the forefront of the plans, I can see the long term plans being a success. One issue will be Aldi customers needing to cross over a presumably busy road to get to and from the car park - there must be a better option? It's not hard to envisage a constant stream of customers causing lengthy queues for buses. Aside from the above issues, I can see the long term objectives being successful.

Can we maintain green spaces i.e. green roofs and etc. What about health and social care access? Do we have sufficient space in existing estate. Is integrated care teams

I am surprised to see that Aldi are now in the plan I don't recall the idea of them occupying the Crosfield Hall site being mentioned before!

I think the masterplan options make really good use of the space available. The one comment I would make is that perhaps there could be more of a green space/park area around or between the buildings that are proposed. I feel as though this may open up the area slightly and mean that in the winter when people aren't sat by the stream as much, that there is still an area they can enjoy and it won't seem like such a 'shopping' space only. However, I appreciate that there isn't a shed-load of space and so this may not be possible.

Increasing retail capacity is a really bad idea. Encouraging increased use of cars is a bad idea, unless these are zero emission cars. No mention of improvements to sustainable transport.

It would be good to have a better frontage onto The Hundred from the Aldi store location

Leave the Crosfield Hall alone it was gifted to the people of Romsey I do not wish to walk to the rapids to go to the new Crosfield hall it is too far out of town for older people to walk to

Like the idea of moving Aldi across the road, but not sure about the large public parking area. Could there not be a multi storey car park next to Aldi that could accommodate more cars and leave the area that is the current Aldi car park for more interesting use?

New facilities, shops and eateries are very welcome. Romsey should be able to prove it is a dynamic and adaptable place which invites people from all ages and backgrounds. It should be a place to meet, shop and just relax, with green space, commercial areas and activities. Heritage is key here, capitalise on the history, promote the museum, the Abbey is a huge draw, but you want people to stay after. If we can create an experience it could put Romsey on the map as an accessible historic location, but also with fantastic and unique experiences. Create the Romsey experience for Saxons, much like York has done for the Vikings.

No your making it way to modern.

Oh, I've seen your bus circulation plans, clearly you haven't considered the amount of bus movements there are in a typical day, and you have seemingly increased issues for bus operations by installing lots of 90-degree bends in the options. These really work well when delivery vehicles and motorists stop where they shouldn't - hence having a segregated bus station area. But hey not your problem as I suppose you don't use buses.

Parking is a clear issue in the town, as evident in the consultation, so terraced parking may be required to meet demand. However, more emphasis should be on the use of public transport. The size of green space provided seems small given the overall area covered by the plan. I think more emphasis should be put on the provision of green space.

Please don't remove the public toilets.

See above. How about a western bypass? I find the proposals a strong disincentive to use facilities in Romsey.

The fact that Romsey is a small market town means, that although the centre can be improved, it should be done sensitively and bearing in mind that it is not able to cope with an increase in the amount of traffic.

The projection for an increase in parking facilities should be reassessed closer to the likely development period to avoid over provision.

The sooner the better.

Leave it alone!

(1) Why is Romsey spending a lot of money giving Aldi a new store? (2) Having moved Aldi the plans for the current Aldi site are vague. We should not be doing anything unless we have a fully thought through scheme.

Long Term Options

You're prioritising a supermarket over a community facility! Crosfield Hall has had a lot of improvement lately and just needs updated toilets and perhaps even extended for more rooms. It does not need knocking down. It's in exactly the right place. The parking makes it good for evening activities and everyone can find it. The entrance to the car park needs improvement. The surroundings need improvement and enhancing but it's frequently completely full to capacity at the events I attend. Why not make it the community hub too? Cheaper than bulldozing and re landscape the car park and enhance the area with rewilding.

Driving into Romsey from the South will look terrible with Crosswater Road housing all the buses and bus stops, a new Aldi and dual level parking. It will be absolute chaos. Having two new Crosfield Halls seems very extravagant; who and which groups will go where? It is better to keep a hall in the centre of town which can be visited on foot.

I do not like a decked car park on the existing Aldi car park. I think it will look hideous as you approach the town from Palmerston Street. It would be much better if this space was a public open space with trees, paved areas, gardens with perhaps a small car park for disabled drivers. A decked car park could be put on the Tesco site on the other side of the By-Pass next to the football field.

Could be more adventurous. Look at Southampton. West Quay has destroyed the rest of the shopping. Two shopping centres have been demolished. Do not destroy the Hundred. Market Place is struggling as it is.

I am unclear what is the long term option - needs to be described simply for the 'man' in the street.

Relocation of Aldi might be unnecessary. The new building suggested to replace it could be located where Crosfield Hall is now.

Re-siting Aldi sounds reasonable, a better store for them and a chance to make existing store into a community space. Access from hundred to keep that end of town alive also good.

There's a lot of focus on cars and parking but the focus on sustainable transport appears to have been lost by this point.

This whole section seems to be about making things better for Aldi. We do not need a huge store with extra parking blighting this area next to the stream and the historic centre. Aldi could be relocated on to one of the industrial estates or left where it is.

Again, this plan must be constantly reviewed.

Again, you are asking if I agree with a whole raft of options. It seems you are suggesting building a multi-storey car park in the medium term and then knocking it down to build a new Aldi in the longer term. Is that efficient?

It's unfortunate that parking provision will remain at the centre of the entire plan.

Redevelopment of bus-station area to make it a much more positive space and for it to enhance rather than detract from the historic centre is key. The style of the development can be modern but in-keeping with the 'old town style'. The current artist's impressions do significantly detract from the proposals. Why include them at all if they are not representative?

Relocation of Aldi might be unnecessary. The new building suggested to replace it could be located where Crosfield Hall is now.

See above - however why can't a 'better' Crosfield Hall be built in the area under discussion rather than moving it out to the sports centre? As the project is so up in the air it is very difficult to have a positive view.

Sounds good except height of buildings is a concern. Car parking is definitely worse than 15-20 years ago, but taking steps to improve public transport/cycling/pedestrian routes those might not be an issue.

The re-siting of Aldi provides an opportunity for an exciting repurposing of the current building. Both the Hundred frontage and the Stirling Walk side can be made much more appealing. Meeting rooms need to be considered here, as it's a long way to the Rapids site.

1. The Crosfield Hall is THE Community centre of the town. It is used by a number of local organisations and is crucial to the wellbeing of the town. The car park that adjoins it is crucial to the usage of the hall as visitors are able to park close to the amenity. Both should be SAVED. 2. The current Bus station should not be moved. The current facility is much nearer the town centre and therefore much easier to access for elderly and disabled passengers. 3. The new plans would lead to an increase in traffic which is not environmentally friendly and would lead to traffic gridlock. 4. The proposed development would turn the old town centre into a ghost town and therefore destroy the old town.

A new access to the bypass is an excellent plan.

Long Term Options

Again: car, car, car, i.e. more pollution in an already polluted town. And what are all these businesses that will be clamouring to set up shop in Romsey? For many years Romsey has attracted mainly charity shops, hairdressers, and estate agents. There are a few cafés but they hardly make a positive contribution to the town's character.

Aldi is not a prestige supermarket and does not deserve relocation to such a prime site. Perhaps the Brewery site would be the ideal solution. The existing Aldi store should be bulldozed and a new development built. Is the proposed 180 decked car park in addition to the 250 car park?

Aldi relocating to Crosfield site won't be of any benefit as people shopping will only go to Aldi and not bother walking across the road.

Aldi to relocate to present Crosfield Hall site - OK but what will happen to existing Crosfield Hall? Where will there be space for it with easy access for all?

An additional multi storey car park should be built on the Alma Road/Waitrose site. An alternative is the fairground field on the bypass - or put the new Aldi there as was planned for the Tesco arrival at that site.

An alternative replacement for the Crosfield Hall must be a priority and included perhaps within the re-generation of the old Aldi site. Once again we do not require a further 180 decked car parking spaces which will be unsightly. Pleasing to see that the frontage of the Hundred where Aldi once stood will be reactivated.

Approve of new Aldi need links with Whitenap development - easy, fast, convenient for both pedestrian and cycle.

As above, I hope Romsey does not get over developed and lose its market town charm as this is what attracts people to the town in the first place

Before making any further improvements we need to repair what we have. The pavements are a disgrace and highly dangerous. Even the new enhancements are breaking down and unfit for purpose. (see outside the post office) There is clearly no genuine concern for the welfare of the residents. Unimpressive looking architecture. No account of local styles. Romsey is not Newbury!

Broadwater Road is not the appropriate place for the buses as a bus station or even as a row of bus stops. Dreadful idea.

Bus circulation 3 will serve current bus users the best. Decked parking is best, currently visitors try to park and give up and go elsewhere.

Crosfield Hall MUST be replaced very quickly.

Crosfield hall was given to the people of Romsey for their use. I understand the argument is that it now comes under Test Valley and therefore after seeking legal advice they claim it is theirs to do with as they wish. This is underhand behaviour to rob the town of a historical gift for greed and giving developers a free hand to finance and profit from. Who will own the site after all this wheeler dealing.

Good to keep the bus stops close to the town centre. Consider in detail how to reduce cars conflicting with buses if there is a deck car park on the current Aldi car park.

I agree with increasing car parking, not about re-siting Aldi

I am not against ANY change. Just don't think this is appropriate. Looks v expensive too unless there is an input from other sources. Grants might be difficult in the current circumstances i.e. Covid 19. Might be appropriate to delay.

I don't think moving Aldi to Crosfield Hall site is a good idea. Crosfield Hall needs to stay in town centre - Aldi could move if necessary.

I feel the leaseholders/tenants of the flats next to the Crosfield Hall are not being considered in this plan.

I prefer option 3 for the bus stops as it is today. Agree with the moving and increasing capacity of Aldi stores.

I support the aims shown in the Plan. I am in my nineties now and unlikely to witness their completion, but my children and grandchildren will certainly enjoy the benefits from it. My only wish is that the works will not destroy the 'medieval market town' character of Romsey which has been my home for the past 64 years. Lessons must be learned from the building of Abbotswood where, I understand, one of the three building companies involved defied Planning rules and constructed to a density such that the local Fire Chief was driven to remark that the resulting densely parked cars would block the passage of his F & R vehicles in an emergency.

I think all the local retailers will tell you that any more outlets will just dilute their business which is already under pressure from the internet. Cafés, Josie's opened now Asante is closing - one in/one out each time we have a new hair dressers one of the existing hair dressers loses customers

Long Term Options

If improving the "night life" care needs to be provided for people living in the vicinity. We need control access to the Police, Social Services, Adult Services, Citizen's Advice, District Nursing placements. How "green" can we be with the proposed along the river banks etc. Create a "town trail" following the river inside and outside Romsey. Open up the hidden river course beneath the town!

If short term and medium term plans have been achieved, then this is the logical next phase. Enhancement of the housing off Broadwater Road (Banning Street etc.) would also provide the town with better facilities for the less well-off families. These families deserve better and I realise this is the responsibility of the management company. I also realise that overall condition is often due to how the accommodation is treated by the families themselves but it is a well known fact that the better the quality of the provision then the better it will be kept. So TVBC needs to put pressure on the management company not to abandon responsibility for this housing - majority of the residents will spend majority of their time and the small amount of disposable income they have in Romsey.

Important to connect the area to The Hundred as the existing 2 alleyways are not sufficient.

Impossible to say at this stage - insufficient detail.

In my short stay in Romsey, there seems to be a great opportunity for a larger supermarket in walking distance to the town centre. One that brings people into town and encourages time spent in town rather than on the outskirts where the likes of Tesco are located.

It's hard to get a full picture of what exactly is being proposed which I appreciate is hard to do at this stage but the right noises seem to be being made. I would want to see more weight on the importance of environmental sustainability and climate change adaptation which would be delivered through effective (not token) green infrastructure. Moving away from greenspace, there are some very exciting proposals and we look forward to seeing how things progress.

It's quite a way in the future.

Looking at all stages of the Masterplan: if Aldi want a new store on the Crosfield site and the old store becomes retail, that is a big increase in business development. Is there the demand? Basically there's a lot of building and little open space which fit poorly with the ideals of the project (judged by all the fine words). The height and design of the building will be particularly important. There's less parking unless decked parking is build which IMHO will not look at all good. I agree that a redevelopment is needed but I am not sure that this plan fulfils the promise.

Loss of Crosfield Hall unnecessary. Bus stops further out from town is a disaster

Making use of land on the Broadlands side of the 'bypass' makes sense.

Masterplan is good but the success of the new retail/residential will be in the detailed design. It can work with modern window glass frontage with traditional angled and tiled mixed elevation. Please do not put yet another modern cubist block like Newbury and south Bath

Need a sketch or detail on how the servicing would operate for the new Aldi. How would this work with the car park access, how would you get the right number of spaces? Would you service under the parking or alongside? Would either be desirable? Tracking of the lorries and bus movements would be needed to demonstrate these options are feasible.

Needs Aldi moving & Crosfield going

Once again there seem to be very optimistic (and not yet justified) ideas about the amount of extra retail and leisure space required. Aldi's current trend is also towards larger stores which would require rather more than 106 parking spaces. Overall I think the long term plan is too focused upon creating new retailing spaces without sufficient evidence of demand or any detailed assessment of the impact on both the existing town centre and its character.

Related to the above - in this case the relocation of Aldi seems to be assumed.

The Aldi store should be moved out of the centre - brewery site? To build a multi-storey car park in the town centre would not be an attractive option

The long term option requires the Crosfield Hall to be demolished. It's wasteful, as Crosfield Hall is good, and well used, and demolishing it and re-building an equivalent facility outside the town centre will be more expensive and use more materials and resources than upgrading Crosfield Hall. The long term option of moving Aldi to the Crosfield Hall site (after demolishing the new multi-storey car park) again has not been explained or justified, but again will be wasteful in cost, resources and materials.

The short term 'sell off' of Broadlands properties is damaging the future of Romsey to evolve to the future trends, capitalise at the detriment of future abilities and options is compromising long term quality of building.

Long Term Options

This is all out of character and unnecessary in an historic market town. The only thing I really agree with is moving the bus stops and stopping the buses from idling whilst waiting.
Too vague to be sure. Integrated transport - is there a way to reroute buses past the railway station? There is no link of any kind there and surely there should be.
Very difficult to comment when the strategy document attached is organised in overall Ambitions.
I appreciate the simplistic concepts of the masterplan but would question the size of the area allocated for a new Aldi on the Cornfield Hall site. It looks inadequate, raises questions about the delivery service yard needed for such a store and associated car parking. I would like to see the options for the bus station site and the Crosfield Hall site in context with the vehicular entry to the town, reshaping Broadwater Road and closing the Palmerston street link to the bypass. If car parking facilities at the Rapids are an integral part of the cp provision to bring visitors into the town then the experience for pedestrians needs to be considered. Surprised that the future of Edwina Mountbatten House has not been incorporated into the draft masterplan.
I do not think another entrance onto the bypass is a good idea considering how busy that road is.
I would like to see real change and just a cluster of evolutionary ideas that everyone else has. Why not make Romsey even more cycle friendly like Amsterdam, lets take the lead. We could have a loan system of ebikes for example. We already have lots of pathways so not much infrastructure costs. This could be done by partnering with Waitrose, Aldi etc. with detachable trailers on bikes Let's really move forward.
If there is opportunity, I would very much like to be further involved.
Strongly disagree with moving Aldi to the bypass, decked car park and additional access to the bypass
We do not need more retail shops etc. we have far too many shops that are not used. We do not need more charity shops to fill the gaps. We do not need Aldi to move to larger premises. We have a good selection of supermarkets in Romsey. Waitrose, Co-op, Aldi. Online shopping is also available.

Further Comments

An abhorrent vision of The Trueman Show populated by Stepford Wife clones - not fit for or complimentary to Romsey and its history at all.
As said, it will need more than that shown to impress those who seek a quality development offering practicality with style.
I admire the work that has gone into this project, and appreciate there is still lots to be done! I can see why people think Romsey could and should be more of a commercial hub, I just hope the town's history and character is preserved tastefully. The reason I moved here was partly to get away from the hustle and bustle of a busy market town. The grass isn't always greener.
I have not seen enough information to be able to make informed and objective comments.
I think it's a great start, and opens up new ideas and opportunities for Romsey as a whole.
I think Romsey should stay as it is maybe a few more kids clothes shops to fill the empty high street shops or a kids activity centre in the empty high street shops.
No mention is made of trees but they would be an important enhancement. I would like to see more native trees of local provenance.
Please don't remove the public toilets.
Please take the climate emergency seriously. Please consult with Romsey Cycle Hub, Transition Town Romsey, Romsey Future & Walking to explore ways to improve sustainable transport.
Read all the above comments.
Romsey is a Market Town. You are totally destroying the charm of this town.....having already ruined the Market Place. The Crosfield Hall was given to the people of Romsey, you have no right to demolish it !!!!!
Rural bus services required.
Start again.
The major thing that needs improvement is the car park next to the bus station which is badly laid out, but getting rid of car parks in the town centre means less visitors.
The proposals tend towards building a congested and crowded town centre where traffic will be unwelcome, but with no proposal to mitigate this.
Very well done!
Whatever is decided regarding parking spaces, it would be good to have it covered, and put solar panels on the top. This also gives green ways of street lighting and smart ways to see free spaces (red/green lights etc.)
Already submitted in a comprehensive email reply
I would prefer to make better the facilities that are already in place.
Areas i feel that have been missed: -Integrated walks from the town centre out into the countryside to attract more walkers and tourists, which can come in by bus or train. Currently it is walking on roads as there are no pavements -Chalk streams are difficult to get to, to see and enjoy this could be a huge attraction to the area -Event/ conference multipurpose facilities, business centre for hiring of meeting rooms and facilities as there is a move to home working and encouraging start-ups. Means people would spend money on lunchtimes, parking transport, local shops -The parking facilities are awful -Direct and regular buses to Salisbury, there are so many tourists that visit Salisbury, Romsey could utilise an existing flow of tourism to the area -Integrate better into the New Forest -Nowhere for tourist to stay unless they want luxury accommodation -Earlier trains to start from Romsey for workers, not everyone works in Southampton -More carriages on the trains often only 2/3 and are full, so it is putting people off traveling by train and using a car instead -Better recycling needed in town -Tourism is not exploited and is currently fragmented
Cycle links to new forest are needed to ensure access to the forest without needing a car.
I think there will need to be more parking with all the new homes planned at Ashfield and elsewhere and when the scheme attracts new people /visitors as it is already difficult to find a space sometimes. Bus/walk/cycle is not always an option for people and many visitors come a distance so will always drive.
In general, I totally approve of these plans and welcome the improvements. I would like to see sustainable options - alternatives to the car and/or electric vehicle charging points - promoted even further. No mention of bikes racks and spaces for bikes for instance.
Uninspired and woolly. Unlikely to ever happen as the business case doesn't stack up.

Further Comments

A 3D presentation would have been helpful. What similar projects have been undertaken and where? What has been the impact? We do have grave concerns that Romsey will be spoilt & that poor and cheap options will be introduced.

If this plan is constantly to be reviewed, and over a 20 year period, personnel are going to change - can we be assured the strategy will continue?

It's moving n the right direction, but keep the Citizens Assembly people on board!

The ancient character of Romsey is the most important element of any plan. My concern is that redevelopment to the south will have a bad reaction in the Market Place and The Hundred

The timings of the consultation sessions (all bar one-on a weekday during the day) mean that the demographic of feedback is distorted. Where is the representation from: young people; schools in the area; local workers; local residents at work during the day. Any community space in the centre of town needs to be very adaptable to the many potential user groups. Having said that it is exciting to see that there are plans to develop and re-invigorate the offerings within the town.

There is a great danger in the masterplan in that it addresses a small area in isolation from other issues around the town. Alma Road is often blocked because the Waitrose car park is full; putting a multi-storey on the public car park and leasing the top floor to Waitrose would help to keep Alma Road (a main route through Romsey) flowing. There are housing estates being built north and south of the town and the infrastructure (particularly roads in the town) will not cope. Cycle routes into the town need to be built to encourage residents to leave their cars at home, but many consider the road too dangerous for cyclists. So an integrated solution is needed.

1] Hampshire Swifts website is <https://www.hampshireswifts.co.uk> 2] I am also on the Romsey Abbey PCC [Parochial Church Council] and as part of that the Parish Environment Group among other things if this would help. Romsey Abbey is a Silver Eco Church [we can't get gold because of the current requirements such as double glazing and with ancient stained glass windows we can never meet such requirements - as there are several other Great Churches and Cathedrals in the same position the criteria may change]. However, we are working with TVBC on community modifications to the North Churchyard which would fit in with your plans - Mark Edgerley is aware and we'll keep him posted. Any changes in the Church of England take a long time if a Faculty or Schedule is required, but you are probably aware of all this. We do have swift boxes. 3] Provision of swift boxes / bricks is of value in Romsey because we have a swift population but more is needed. People seem to love swifts and their screaming parties [absolutely joyous to hear] and most stop and tell their story about swifts. They are very clean birds [any mess is probably from starlings or house sparrows]. 4] I would be happy to talk further or advise you on a national expert to contact if you wish - this may be worthwhile as you obviously have offices in the major cities. As I said today action to help swifts is a win-win and cost effective [not that you do things for the cost alone] and the plight of the birds is our doing so we should put it right where we can. Please don't hesitate to contact me if it would help - not sure how often you get to Romsey.

Aldi want new shop then subject to planning they should build at present site (jam factory). Edwina Mountbatten too near bypass restricting access into town for HGVs delivery, somewhere quiet with pastoral outlook yet within town boundaries is required freeing up road access and land. Broadwater flats long overdue to be demolished freeing land. Crosfield turned into a showcase multi use hall. Secure bus and vehicle charging points, require stream and gardens to be CCTV scan 100% coverage due to no police and high voltage charging.

As a "befriender" for Jane Scarth House Cancer Support Centre, which is very close to Aldi I am aware that many people will use the Aldi car park to enable them easy access to our support centre. Many are very ill or in recovery and need to have parking facilities with a very short distance to walk (some have walking aids and struggle)

As this will be dependent on inward private investment there will need to be a robust client to negotiate what is right for the town as well as the developers

Bus circulation ideas are excellent with option 2 probably the best of the 3, closely followed by option 3 which would be preferred option if shared vehicle/pedestrian surface could be avoided

Did I mention green infrastructure?

Don't bow down to pressure from Aldi

Every resident in Romsey & North Baddesley should have received hard copy consultation packs.

Further Comments

For better communication, main streets should be labelled on diagrams and a key for symbols and colours should be used. Making the area more pedestrian friendly and green is good but the extra building and demolition of others is inappropriate. How does your plan 'promote and enhance Romsey's historic character'? Currently the architecture shown in your design looks like the standard fashion for new builds just dumped wherever they are developing something.

Generally some good proposals - do want more open space and pedestrian friendly areas

I am all for improvements of the town. As a resident in the area (that is most affected by these plans) I have grave concerns of how my property will be affected. My concerns include noise, views and access to my property. I am aware the building I live in is very ugly and this plan might want to block the view of it to visitors; I was unhappy to hear the Astar Management Company was unwilling to get involved and help improve the appearance of the building. I don't want to live next to Aldi!

I am concerned about the future of Crosfield Hall which I feel is vital to the social life of Romsey.

I am very, very concerned about new shops. We have 2 empty premises in Bell Street, Santander in the Market Place, plus to coffee shop in Latimer Walk. So many modern shopping centres are not doing well. The Barge Centre in Southampton has been pulled down. We need Romsey to keep its character - not be like anywhere else. We need more car parking plus an interesting/exciting means to access the town from distant parking places

I frequently use buses in Romsey as it was considered by Test Valley a policy to limit cars and support a green agenda. It now seems for financial incentive Test Valley wishes to sell off a very well used area to private developers for financial gain with no consideration of the users of the present facilities. I have yet to speak to anyone who agrees with this proposal. A considerable number of elderly residents use the buses to gain easy access to pharmacists, banks, vegetable shops and post office etc. Your proposal expects them to walk a great deal further, from a street, to reach these facilities. The distance to walk and inconvenience may seem small to young mobile planners but give those planners 40 years and they may understand the difficulties they are creating. Employing consultants from out of area, who understandably will not be conversant with local circumstances, but will financially benefit from the consultations, is not appropriate. Having lived in the town for over 40 years and brought up my family here I feel I have a better handle on the towns needs than anonymous consultants. Pursuing these ideas when the current infra-structure of the town and the conditions of the pavements and roads are so poor that many have fallen is neglect of duty and out of keeping with your declared aims. Current expensive improvements and their quality have proved to be a total waste of money.

I look forward to seeing further detail. Where will bicycle parks be situated around the town? Charges for parking bikes like car parking charges?

I understand the need for the development to be financially viable but overall this Masterplan seems to give us more of the same: shops, cafés and some housing. I need more convincing that the design is right.

I would like to know how the people of Romsey can have a say on whether the short, medium or long term options go ahead. I can't see what the status of this survey is, and whether there is any obligation to abide by the wishes expressed in it.

In light of the new housing around Romsey a radical new approach will be needed to manage traffic flows.

Increased Car parking is essential whilst the local planning department refuses to allow other retail out-lets (supermarkets) on the outskirts of town now favoured for significant residential development e.g. Abbots Wood, Kings Chase etc. All need to attend town centre for supermarket shopping. Cars may become "greener" diesel/petrol to electric but will remain integral to family travel independence. I live in the town centre and often have visitors who need somewhere to park.

It lacks practical ideas about urban activities for the youth residents in Romsey. It must be located - any urban activity - close to the Council housing scheme, currently existing

Make sure you as a Council support the businesses in the town centre and not put all your energies into this South of Romsey development. For Romsey to succeed in the future we need a mixture of independent shops and national chains. We need to ensure that income is attractive enough to keep them here.

Making sure that there are the resources to maintain and sustain the developments once made. Ensure that the bus station is not far from the centre of amenities - given that we have an ageing population.

Further Comments

Moving Aldi outside town will be a huge loss to the other shops. People park and shop at Aldi then walk down the alleyway onto The Hundred for "local" shopping i.e. cards, hardware, boots etc. Many will not bother to walk the added distance from Aldi - many will get those items when they go to Southampton instead. Charity shops will also suffer, leading to empty units in The Hundred and a declining town centre

Much more detailed work needs to be done on what the "new" Crosfield Hall should/could be. Should it incorporate a modern town hall (e.g. 500 seat auditorium, number of other small rooms) impact on other current small community spaces - positives/negatives

My comments might seem negative to you however I assure you they are not emotional but well considered. I have a professional background being a Fellow of the Institution Of Civil Engineers and am well used to assessing and developing large infrastructure projects.

Need more doctors in place before any more homes are built

New community hub should include a library - either relocating existing library or have a branch which can be integrated with café etc.

Overall a brave and collegiate attempt to revitalise the town we all love and cherish. Work on Church Street and Bell Street/Market Place have been well managed, BUT what have they achieved? Are there any statistics to show increased footfall and then can be extrapolated to show how the masterplan could work? People want access access access and access safely and sustainably - train station must be as important as bus station. Romsey is perfect for a cycling town! Think on!

Prefer option 2 of bus routes/bus stops

Regret that only one 'plan' has been presented even at this stage. Concerned that the new retail frontages do not physically link with existing retail in the town, thereby creating a likely white elephant and a shift the footfall from the existing historic town centre - to its detriment. New frontages, even for residential, should be incorporated along and to screen the rest of properties of the Hundred.

Road access is key. Look at the river crossing idea above.

Romsey was a market town, it's been destroyed by indiscriminate development ignoring the local environment e.g. Oxlease Meadows, the soon arriving Meadow View (Belway) and the proposed new build on the Whitenap winter flood plain. Traffic is badly managed, pollution high, industrial recycling traffic treats the town and its roads with contempt, courtesy of the HCC allowing Timsbury as a recycling area. Romsey centre is becoming a less than attractive place to live unfortunately.

See my comments above, after survey. I would have liked to come in and see the plans in better detail at one of the locations and dates mentioned. Wondered if the process could be delayed a bit because of the Corona Virus which may have prevented some people visiting the presentations.

Solar Panels on all new builds

Suspend all future plans for six months or until the country has recovered from the exceptional circumstances we find ourselves in

The Crosfield Hall does need modernising with better heating and acoustics. Not air conditioning which is noisy when a speaker is talking as at present; especially when people have hearing problems. Mountbatten House needs pulling down and moving to the bypass, its rooms don't meet standards requirements and ambulances are unable to get under the arch to get to the main entrance. Very few residents use the town to shop.

The Crosfield Hall is important to Romsey and should not be knocked down. Any building on the site of the bus station needs to be low level. If it were to be the height of Dukes Mill or Smith Bradbeers it would dominate, as the do

The plans, if enacted (which I am sure they will be - money talks) would place Romsey further along the path to becoming another Anytown, Anywhere. There is no evident short-, medium-, or long-term plan to reduce pollution or congestion in our already polluted and congested town, nor any obvious attempt to reverse the decline in the town's character.

The whole south side is currently visually awful. Generally draft plan sounds fairly positive. Romsey town centre lacks restaurants and a variety of shops, so to have more is good. I think it is excellent idea to make the south side of Romsey better and ensure footpath to the Rapids is massively improved. At present on a warm day most of Romsey people just think of going to Memorial Park so if there were other areas to go to which offer pleasant environment to sit in and eat this would be good. When developing the south side there needs to be some provision for the younger people to meet

Timelines for "short", "medium" and "long" would have been helpful

TVBC could CPO the Broadwater flats with alternatives being built. This would allow the car park to be built on the slope and be hidden. The bus station should be necessary off the bypass and not clog up Broadwater Road - a safer and eco-friendly alternative.

Further Comments

Very interesting ideas and I'm keen to know which options are most favoured
We need to take bold, imaginative and brave decisions that will stand the test of time. We need new buildings to be in keeping with the character of Romsey but they need to be modern, stylish, iconic and sustainable.
What effect does this plan have on climate change agreements? Has an estimate been put forward to the planning authority? Relocation of bus station, move from the centre of Romsey to where? Present bus station meets the needs of elderly people living in centre. Loss of open amenity - present centre is open to the air, a pleasant prospect, why add buildings? Aldi is a fine service to community where it is, to move it more than half a mile out of town will seriously disadvantage the elderly and those without cars
Whatever happens in this scheme - please be aware of the danger of level access pavements. The "shared space" schemes in Bell Street, Market Square and Church Street have reduced pedestrian safety, as traffic regularly drives over the pavements, and in the evening cars are parked along Church Street and around the Palmerston Statue (Market Square). Proper kerbs are needed to reduce the risks to pedestrians. Small children are often taught to stop when they get to the kerbside - without kerbs they can run on into the road. The blind and partially-sighted also struggle with "shared spaces".
You need to be clearer about why the medium and long term options have arisen and are consistent with the masterplan "vision".
You will have to widen Broadwater Road to allow for the buses and traffic at the same time. The traffic lights cause a problem now with a build of traffic and these new plans only exacerbate the problem
I think the plan needs a re-think, in order to consider the character of Romsey as a pleasant market town I am a Romsonian, born in Romsey and have lived in the town all my life and I do not want it spoiled.
Do not start a major development in a time of pandemic. Demonstrate that plans have been thoroughly researched on an economic and business basis. None of this is apparently from the current plans.
I think Romsey is lucky to have such an active and responsive Town Council but we need to keep thinking hard about the future. We could take the lead in many more areas. We could have pavement wardens to ensure our pavements are kept to a high standard, roads the same. If we want more visitors the bus station car park could be for coaches.
Lack of practical solutions to bus station waiting Car delivery of travellers No toilet facilities - elderly and young disabled travellers Covered waiting area and suitcases, prams etc Roads jamming when buses late Try waiting Winchester for London/Airport/Southampton bus.
Should be more daring.
The bus station should remain near to The Hundred and main shopping area. Move it to the site (parking area) between the bus station and Aldi car park. Develop present bus station site to accommodate beneficial public use facilities for cultural & leisure & social purposes; i.e. several units suitable for art classes for children and adults, craft classes, exercise and yoga classes, exhibition space, morning coffee and afternoon tea sessions for over 60s, some small independent shop units and one new restaurant facing the stream. Agree to upgrading the paved area bordering the stream between Boots and Dukes Mill to create a beautiful and restful outdoor space. No need for another town centre supermarket. New supermarket should be situated near Abbotswood/Braishfield Road.
The two areas are valuable for their open aspect and views across town and towards the wooded bypass, which should be kept open and not built upon. An enhancement scheme for the stream could be devised without the major developments suggested which are out of keeping with Romsey.
There are too many variables displayed at the moment in these draft proposals. A true masterplan is the definitive imprint of the design for the future development of the town in terms of buildings, spaces, landscaping and circulation/movement. I hope the next stage will see emergence of a comprehensive definitive plan.
This 'masterplan' betrays the fact that the 'planners' do not live locally. They do not take into account the fact that thousands of us live without a car and rely on public transport. We are all supposed to be taking more exercise - better for us and the environment. You should have included details about the 'short', 'medium' and 'long' term 'masterplans'

APPENDIX B | EMAIL COMMENTS RECEIVED

The most important issues for us are (1) Romsey must retain its bus station as it is the hub for bus services with Salisbury, Southampton, Eastleigh, Winchester, and Totton. Buses should not be expected to park along Broadwater Road thus causing congestion to traffic flow - Southampton, without a bus station is a good example of poor traffic management and flow. (2) Romsey must have a replacement hall for the loss of the Crosfield Hall.

Thank you for making copies of the medium and long term maps. It is much easier to make comments with a map to study at a table rather than on a display board. Also, thank you for your patience when I combusted with a team member over bus stops. Apologies!

Here's where I'm coming from in regard to my comments about bus transport.

Romsey is divided by a barrier – the north south railway line from Salisbury to Southampton, further aggravated by the line from Romsey to Chandler's Ford. The number of residential dwellings currently (11/03/2020) in Romsey is 8445 of which 2215 are to the west of the north-south rail line and 6230 (73%) to the east. To this east-side figure must be added the Whitenap homes and more being built along Cupernham Lane – in excess of another 1000 homes. It is very unlikely that these people would catch the bus into Romsey Town centre to walk to the Railway Station!

That said it is very important to the town's prosperity that these families do come into town regularly (not just to shop at Waitrose and Aldi). The town cannot accommodate all their cars. Already the town's provision of parking has not grown at anything like the same rate as the number of homes built recently¹.

Ease of walking, pushing a pram, riding a motorised wheelchair, cycling and bus transport into town are all key to residents using whatever facilities are provided at a rejuvenated south of town centre.

Bus circulation options.

Of the three suggested options, the third is the better one but still not the best. The interim options are untenable since they do not set passengers down close to the town centre. Option 3 has the bus stop access to town via the narrow Stirling Walk. Today's drop off is close to a much wider route between Boots and Bradbeers and also closer to the town centre.

Fundamentally the problem is the new building (1, 2 and 3) on the following figure A which are too far north within the space. I applaud the 'opening out of the vista by the stream' but why cram buildings, residential or otherwise that far north in the space? Put those buildings further south and west within the space (areas 5 and 6 in Figure A). Make an open pedestrian area where building 1 is located and run the bus route more to the west side of building 3. Make the bus stops to the west and north of building 3. That way they will be closer to the town centre, possibly as close as the #66 and #4 stops are now. I'll suppose that you do not wish to have buses parked in this area, but there must be enough room for a bus to reach a second stop while one is still loading at the 1st stop. Look how wide the road is now by the two existing #66 and #4 stops. It doesn't have to be tarmac but a sufficiently stable but smooth surface that supports a bus but is easy for pedestrians and wheelchairs to cross is required. Build it so that it is clear that the bus is coming into pedestrian space and should not stay long.

Tourism is an important part of Romsey's future. Where will you permit coaches to drop off their passengers prior to going to park at the Rapids (near the public toilet perhaps)?

Where have the public toilets gone? Mundane I know, but increasingly important to the aging demographic using buses to get to town. Do not remove them – put them inside building 3!

Staging the development in this area without disrupting the bus drop off will be challenging so has to be agreed early on. The traffic circulation routes must be agreed before rebuilding starts.

Continued over page.....

¹ See Romsey parking discussion in Romsey Future Infrastructure Work Stream Report V1 dated 4th November 2019 paras 6.66 to 6.70.

Figure A Bus Circulation

Public car parking and access from the By-Pass Road Is the public parking adjacent to spaces 2, 3 and 4 multiple story? If not, why not? Take the opportunity to put in at least one deck with commercial premises above to help offset the cost. Also, while there appears to be access to Aldi's relocated car park directly from the Romsey By-Pass Road, why is there no vehicle access continued past Aldi to the public parking to the north? Bring cars and buses in off the bypass with in and out access to Aldi car park and the public carpark. Make the eastern end of Broadwater Road a pedestrian and cycle path area. BTW, I am in favour of Aldi being where proposed and access from By-Pass Road. Just go the whole hog and take some of the load off of Palmerston Street. Ideally make Palmerston Street exit only southbound and give a traffic lane over to cycle lanes incoming from the east along the north side of By-Pass Rd. Incidentally it is not clear how one drives to the ends of Bell Street and Middlebridge St. While I would encourage non-Abbey Ward residents not to drive there, people who live in that area and delivery vans need still to get to the Hundred by car. I assume access is via the western end of Banning St. which probably should continue to be two way from the point where the road in from By-Pass road meets it. See Figure B.

Figure B Suggested alternative Bus and Car circulation

Crosfield Hall

Clearly the building providing these facilities has been moved. In one way this is good news. When the Crosfield Hall has a Saturday function, such as the recent Railway Modellers Exhibition, then the valuable parking space is used by railway modellers and their visitors so displacing regular Saturday visitors and shoppers to Romsey.

The existing hall has a useful range of rooms of varying sizes; this should be provided at the new location allowing community users to rent an affordable sized room for their needs. If you wish to attract long term regular users, such as a Camera Society, then make space available for them to store their 'kit'. Such societies often need, for example, display frames that they erect on the venues' six foot tables. Being able to store this on site is a great benefit and will attract community society users. Such meeting accommodation, with storage, and adequate parking is very hard to find.

Cycling

Cycle access from the By-Pass Road to town is important as this will be one of the main routes to town from the east and south (Whitenap). There must be a plan for more cycle racks of the 'inverted U'3 shape for safe parking of cycles at Aldi and adjacent to the building 1 area. Cyclists like to get as close as possible to their destination, like everyone else. Failing that they need sturdy, secure and safe cycle parking with adequate lighting and surveillance.

I am impressed with the Masterplan and would not suggest any change. It was interesting speaking with the Planners and Consultants at the recent event at The Town Hall. An opportunity that was well received by my brother and I - both in our mid-sixties. It was also interesting to hear the thoughts of other rise-dents! The view that I would take is that you have the balance and vision about right. It looks a good plan with sound objectives and logical reasoning.

My view is that it all cannot happen soon enough! Particularly the redevelopment of the "Aldi" area, the green space in front, re-provision of bus station/stops and some decent public toilets etc. I listened to people complaining about lack of parking whilst, at the same time wanting things like badminton facilities to help reduce obesity! Interesting - perhaps try walking! Providing facilities for just a few to use is not on either. We need to use space for bigger group activity. More later.

On parking, what I would say is this. Genuine disabled space is essential. Perhaps consider something that my old Borough in London has done for over 60's that are not disabled, but struggle in tight spaces to access vehicles and maybe cannot walk too far. London Borough of Hillingdon has a "Brown Badge" Scheme. This is specifically reserved spaces for the over 60 residents who can apply for a Brown Badge. Specially allocated spaces - with wider gaps marked between them, are provided for use, nearer to facilities and perhaps close to normal disabled bays. The difference is that the Brown Badge holder still has to pay for parking but easier access is provided. Use of Aldi space. I did say this to the Planners & Consultants at the time.

Continued over page

With an older demographic and increasing urban development all around Romsey, it is important to recognise the need for increased provision of aspects of Group exercise. It is good mentally as well as physically. Things like Yoga and Pilates are increasingly popular with all ages. Provision of good facilities for this type of group exercise, in a central location, are essential. Romsey Rapids is an issue. Whilst the facility is OK, it is dated. There comes a point where it is not financially viable to keep throwing money at something to attempt to keep up with modern demands, and acceptable plant infrastructure. In addition, and critically, housing Development to the North/North East of Romsey is increasing - and so is the walking distance to the Town Centre. Romsey Rapids is becoming increasingly too far for a comfortable walk, or cycle, - which is what we are trying to encourage. In addition, its facilities for group exercise and certainly the provision of it, are far too limited both by number of classes and the times that they are available. The cost of membership for pensioners is also prohibitive. There are also no sauna and steam facilities etc. The opportunity is now with us to develop a far better facility for this type of activity in the Town Centre to supplement the Rapids offering. Perhaps use another operator - such as Greenwich Lei-sure (Better), as an example. Again, harping back to my previous location in London, I used a Council facility, operated by GLL (Better) for just over £20 per month - I believe it is now about £300 per year unless you do a deal locally. This is for off-peak senior membership and includes all classes and a very good pool, sauna and steam etc. The class timetable runs numerous classes and is always rammed from early morning through to Lunchtime and a little beyond and then from late afternoon until close. It is the price it cheap and stack it high approach and it clearly works. I am not suggesting providing another pool at the Aldi site, but it would be good. Taking an overview, my view is that the provision of large scale open studios for group exercise, shower, sauna and steam facilities, and a reasonably equipped cardio gym would be good. It is not necessary, and I would avoid, the provision of anything other than very light free weights provision. This is not the aim of such a facility, and would be targeted at a very different large group of attendees. This site could also offer supplementary entertainment and cafe/restaurant facilities to supplement the Town Centre - perhaps some healthy option-type eateries. i.e. come along, preferably walking, have some group exercise, be it Yoga, Pilates, spin, dance-type classes etc. Maybe a sauna and or steam, meet up for a bite to eat or drink after etc. Happy people, kept healthy mentally and physically. Coupled with the superb location and facilities that Romsey and surrounding areas offers and it is a good package.

The area outside the current Aldi area, as a green space could offer much further recreational use. Not only seating and the obvious attraction of planted areas, but further opportunity for open area exercise. This type of facility again allows individuals or small groups to exercise and socialise at times and in group size to suit individual taste. e.g. put in a comprehensive outdoor gym - but, unlike the limited offering in Memorial Park, include more equipment and put it on an all-weather surface such as 3G.

Looking at your CGIs for the Bus Stops, I would replicate some of this in this green area. The sails could be utilised in a number of sizes and locations to perhaps cover the external exercise equipment, or part of it. Other sails could cover seating areas. Yet more could provide covered shelter for the "Fitness Centre" to run outside Yoga and Pilates, or Stretch classes when the weather was OK. This type of facility cannot be under-estimated for general well-being. It is fun and its very visual impact creates and encourages others to want to join in.. You can probably tell that I like this type of activity and, although now 68, I am still a qualified Fitness Instructor and Personal Trainer. Battered by a lifetime of high impact sport, but it is still good to try and beat the inevitable effects of all this and age. I truly believe that this type of facility - and the introduction of competition between fitness operators would be an overall winner for all. Comment was made, in discussion at the Town Hall event, by one or two other residents, that there are already odd classes being run at various local small rooms/facilities dotted around. This is true. However, they are expensive - both from a hire perspective of people wanting to run classes, timings and availability, and they usually have no other facilities available such as showers, steam, sauna, recreational space, cafe type facilities etc. It is an out-dated way of provision and does not encourage greater numbers to become involved and participate. It is all hidden away and gets little public exposure. I am more than happy to become involved in further discussion as you feel appropriate. Romsey is a superb place to live and has much to offer. This is a fantastic opportunity to make it better and, with the impending large scale housing currently proposed on the South side (Whitenap), this could further serve to buffer the additional loading on this beautiful old Market Town. It would certainly complement it - in my humble opinion!

Having been out of circulation through ill health recently, the first I saw of the proposed Town Centre redevelopment was the article in the Romsey Advertiser on 7th February.

Coming from a background of both a resident within the retail catchment of Romsey and as a developer, investor and asset manager of commercial property, I have the following observations on what I accept is still only at a conceptual level of design:

1. A development that effectively detaches the Market Place and The Hundred from the new development has the propensity to irreparably damage the Town Centre. This is brought in very sharp focus when looking at the history of the Brooks Centre in Winchester. That development has damaged Winchester City Centre, whilst in itself generating a poorly performing, verging on moribund, retail asset with low value retail and high vacancy rates. This is going to be doubly problematic for the City given the Administration of Beales.
2. When Waitrose moved to their new store, my company made overtures to Waitrose regarding a purchase or lease of their former store. Our intention was to create a concourse between The Hundred and the rear car parks to be flanked by 'pop-up' retail units, before the phrase became popular, the intention being to provide a semi-permanent Farmers and Artisans Market. Our approaches to Waitrose were re-jected on the basis that the Planning Consent for their new store required that the former store had to be used by another food retailer, albeit we believe we might have satisfied such criteria.
3. I suspect it was in everyone's contemplation that a replacement food user for Waitrose at the original The Hundred store would provide an active frontage to The Hundred, encouraging trade in both The Hundred and Latimer Street. It is certainly not in my contemplation the reversal of the store in the manner Aldi adopted. The effect of that has been to significantly reduce the attractiveness of the retail environment in the lower part of The Hundred with commensurate reduction in footfall.
4. A not only viable, but vibrant connection has to be created between The Hundred and the Market Place or any new development or existing town centre will suffer at the expense of the other. This link and in-deed its location, is essential to maintain the vitality of the existing town centre. As above, the gravest danger is that the development and existing centres hurt each other creating an unsatisfactory and downgraded shopping offer in Romsey generally.
5. With the current number of empty retail units in Romsey, to which one should probably add the majority of Charity shops being used as a void rate mitigation device, it is difficult to see how there can be a sustainable future for the volume of additional retail accommodation proposed.
6. To create proper connectivity TVBC might perhaps contemplate a CPO of sufficient property in The Hundred to give direct connectivity through to the area of the Bus Station and car parks. Indeed, albeit highly unlikely, the best option might be a CPO of the Boots store creating a concourse from the junction of The Hundred and Market Place through to the Bus Station and benefiting at the same time from front-age to the Bradbeer development, for which I have to compliment Greg Davis and his team.
7. On the assumption that Aldi are proposed as an anchor within the new development, could terms be similarly agreed with Boots that would render a buying in of their existing premises viable?
8. A second best option to the above might be the adoption of our previous concept for creation of a concourse with pop-ups through the existing Aldi unit.

These are my thoughts, with no interest, nor seeking such, on the part of my businesses. It is, however, important to learn the lessons of the past and not repeat the mistakes made in Winchester.

Please ensure that new/refurbished buildings and street furniture reflect the traditional 'market town' aspect and avoid, too modernistic styles; so many revamped town centres look identical to one another! I think the sketch on the front of 7 Feb 2020 Romsey Advertiser could be anywhere in Europe! The only Romsey identification is the top of the Abbey. Please ensure street lighting is down-lighting where possible to minimize impact of our (lost!) dark skies Consider a 'park and ride' shuttle scheme - perhaps in place of some of the proposed mass housing at Whitenap/Ashfield.

I note that your site Romsey Future shows pictures of Romsey as it was before the recent disastrous lay-out costing throwaway millions was adopted. The result is a dangerous and useless area. Why can you not just leave things alone and concentrate on making good the existing market town. Why is it people get a little bit of power and think that their ideas are the right ones.... there was no way you were going to listen to the lobby that wanted it left alone! Now here we go again another disaster in the making with these new plans. Let's get some basic points set in stone.

We need a Crosfield Hall in the town centre where it is, spend money upgrading the existing building! Leave bus station where it is it gets people right smack bang in and out of town from the centre of town... Especially as we are all being encouraged to use public transport. Car parking is a complete rip off in Romsey, buy up the old brewery site, turn into a big car park for local people and people who work in Romsey. Make it only to be used by local people, put in number plate recognition cameras to ensure correct people use it. Those living in a 5 mile radius free, others as your usual exorbitant pricing system. Think for the people not just for what your council committee people want and think they will be remembered for... Because the committee so far is only remembered for a disastrous town centre.

APPENDIX C | STAGE 1 CONSULTATION IDEAS REGISTER

South of Romsey Town Centre Masterplan

Ideas Register

February 2020



	Idea	Within scope of Masterplan?	Realistic / deliverable?	Included?	Rationale
1	Provide more car parking	Yes	No	No	The options propose to re-provide the existing amount of parking spaces in consolidated car parks, in order to allow more efficient use of space, and to provide additional land uses and public spaces. Providing more car parking would not be consistent with the sustainability objectives of the Masterplan or the recommendations of the Citizen's Assembly. Providing consolidated car parks is also expected to help reduce congestion within the Town Centre.
2	Move Crosfield Hall	Yes	Yes	Yes	<p>The medium term Masterplan option includes the re-provision of the Crosfield Hall facilities in combination of locations, including:</p> <ul style="list-style-type: none"> • a new 'community hub' within the proposed bus station development; • in existing facilities in the town that are not currently being utilised to their full potential, including the Town Hall and the British Legion; • the Masterplan team is also exploring options to provide a larger 'hall' space at the Rapids. <p>A priority for the Masterplan is ensuring that all community spaces are flexible and accessible, which was a key theme to come out of the first stage of consultation.</p>
3	Provide more greenery and green space within the area	Yes	Yes	Yes	Providing more greenery within the area is a key component of the Masterplan.
4	Improve the area around Dukes Mill	Yes	Yes	Yes	Improvements to the waterway and the area around Dukes Mill is a key component of the short term option.
5	Provide a better range of shops	Yes	Yes	Yes	Provision of new, high quality, retail and leisure floorspace is included within the Masterplan proposals. We expect this high quality floorspace to attract contemporary retailers and a bigger diversity of stores.
6	Provide a multi-storey car park to assist with car parking pressure	Yes	Yes	Yes	The medium term Masterplan options propose a lightweight decked car parking structure on the Crosfield Hall site. Similarly, the long term options incorporate a lightweight decked car park on the existing Aldi car park site. These structures are proposed as they would be easy and quick to construct, would be made of materials that can be recycled, and would be able to be dismantled in the future.
7	Move the bus station	Yes	Yes	Yes	While it is not proposed to move the bus station in its current format, the bus stops are proposed to be re-provided along Broadwater Road in the first instance.
8	Incorporate areas for pedestrians only	Yes	Yes	Yes	One of the key focusses of this Masterplan is to prioritise pedestrians and cyclists, and therefore parts of the Masterplan area proposed be pedestrian only.
9	Improve the layout of the existing bus station	Yes	Yes	No	Rather than improving the existing facilities, the Masterplan has opted to redevelop the site, and re-provide the bus services and facilities elsewhere.
10	Address traffic issues	No	No	No	While the Masterplan can make recommendations to influence congestion, the Masterplan is not the tool to deal with traffic issues specifically.
11	Retain and enhance Romsey's historic character	Yes	Yes	Yes	The Masterplan proposals are designed to retain, complement and enhance Romsey's historic character.
12	Overarching improvements to the whole area are required	Yes	Yes	Yes	This idea has become a key focus of the Masterplan, and overarching improvements are proposed.
13	Provide a cinema as part of any new development	Yes	No	No	This idea was tested but found unlikely to be commercially viable. This does not preclude a cinema from being included as part of the development in the future.
14	Provide shops and commercial spaces that are aimed at younger people	Yes	Yes	Yes	The provision of new, high quality retail, leisure and commercial floorspace that is flexible is included within the Masterplan. We hope that this may attract contemporary retailers and businesses that will be attractive to younger generations.
15	Redevelop the Crosfield Hall site	Yes	Yes	Yes	The Masterplan proposals incorporate redevelopment of the Crosfield Hall site.
16	Leave the bus station as is	Yes	No	No	The bus station site is a key piece of the puzzle, the development of which will unlock other improvements in the wider south of town centre area. The consultant team is very aware that all services must be re-provided without having a negative impact on users.
17	Provide additional short term parking	No	No	No	Controlling the length of stay for car parking is outside of the scope of the Masterplan.
18	Improve pavement across the whole area	Yes	Yes	Yes	Within the Masterplan area, improvements to public realm and therefore pavements, is proposed.
19	Make more of the waterways throughout the Masterplan area	Yes	Yes	Yes	The existing Fishlake Stream and Tadburn Lake are natural assets that are not currently utilised to their full potential, and their improvement is a key component of the Masterplan proposals.
20	Make parking cheaper	No	No	No	Providing cheaper parking is outside of the scope of the Masterplan.
21	Provide a new supermarket	Yes	No	No	There is not scope within the Masterplan to provide an additional supermarket.
22	Provide a cover over the bus station	Yes	No	No	The bus station site is a key piece of the puzzle, the development of which will unlock other improvements. The consultant team is very aware that all services should be re-provided without having a negative impact on users. Future development will incorporate covered bus stops.
23	Improve the provision of public transport services	No	No	No	While a key part of the Masterplan is making improvements to the accessibility of the area, the improvements to public transport services is for the public transport providers to manage.
24	Swap the bus station with Crosfield Hall	Yes	Yes	No	While this idea has not been included in whole, elements of it have been in that some community facilities currently provided in the Crosfield Hall would be provided in the new bus station development.

	Idea	Within scope of Masterplan?	Realistic / deliverable?	Included?	Rationale
25	Provide areas for outdoor seating	Yes	Yes	Yes	Provision of outdoor seating is a key part of the short and medium term proposals.
26	Provide more restaurants	Yes	Yes	Yes	The Masterplan proposals include provision of floorspace for flexible food and beverage spaces with outdoor dining areas
27	Make improvements to Crosfield Hall	Yes	Yes	No	Making improvements to Crosfield Hall has not been incorporated into the Masterplan proposals. Instead, the Masterplan proposes to reprovide community facilities in the new bus station development and in other locations in the town centre.
28	Provide free parking	No	No	No	Providing free parking is outside of scope of Masterplan.
29	Less charity shops	No	No	No	While the Masterplan cannot stop additional charity shops setting up in Romsey, the provision of modern and flexible new floorspace in the Masterplan proposals is expected to attract the likes of contemporary retailers rather than charity shops.
30	Provide an underground car park	Yes	No	No	The topography of the area is such that developing an underground car park may cause major damage to the water table.
31	Provide independent shops as part of the Masterplan	No	No	No	While providing independent shops is outside of the scope of the Masterplan, the proposals do ensure that the retail and leisure units provided will be flexible, thereby being attractive to independent retailers.
32	Provide a children's play area	Yes	Yes	Yes	While the Masterplan has not dedicated a specific area as a 'child's play area', the overall improvements that are proposed to the public realm will result in public areas that children will be able to play with good opportunities for natural surveillance.
33	Retain the facilities provided in the Crosfield Hall	Yes	Yes	Yes	The facilities that are provided in the Crosfield Hall are valuable to the local community so it is important that these are either reprovided or a new home is found within the existing facilities within Romsey.
34	Reverse the entrance of Crosfield Hall so it faces Broadwater Road	Yes	No	No	Reversing the entrance to Crosfield Hall would require complete remodelling of the internal layout of Crosfield Hall, and while this may be possible, it is unlikely to be feasible in the short term.
35	Provide free parking after 4:00pm within the town centre	No	No	No	Providing free parking is outside of scope of Masterplan.
36	Do not include provision for a multi-storey car park	Yes	No	No	In order to deliver a range of uses and reprovide the existing amount of car parking, a decked car park is proposed as an option. This car park is proposed to be constructed of light weight material and be screened by vegetation to improve its outlook. The car park would not be constructed of concrete.
37	Encourage employment opportunities within the town by providing commercial space	Yes	Yes	Yes	Provision of new, high quality retail, leisure and commercial floorspace that is flexible and may attract contemporary retailers and businesses is proposed, and is therefore expected to generate job opportunities for local people.
38	Provide more disabled parking	Yes	Yes	Yes	Provision for an appropriate proportion of disabled parking to be referenced in the Masterplan.
39	Provide more housing within the Masterplan area	Yes	Yes	Yes	Provision of additional housing is a key component of the Masterplan's medium term option.
40	Implement a park and ride	Yes	Yes	Yes	While implementing a park and ride is out of scope from a physical perspective, it is something that can be referenced within the Masterplan text and is in line with the Masterplan objectives around accessibility and prioritising sustainable modes of transport including pedestrians and cyclists. The most obvious local for a park and ride (or stride), is at the Rapids.
41	Public toilets needed	Yes	Yes	Yes	All existing facilities will be reprovided and improved in the new bus station development in the medium term option.
42	Improve signage and wayfinding	Yes	Yes	Yes	Improving signage and wayfinding throughout the town centre is simple way to improve a visitors experience and this is a key component of the Masterplan.
43	Develop the Brewery site	No	No	No	Whilst development on the Brewery site would benefit the Romsey community, the site is not within the remit of the Masterplan.
44	Find more uses for Crosfield Hall	No	No	No	Finding additional users for Crosfield Hall is outside of the scope of the Masterplan.
45	Provide public information about Crosfield Hall so that people know about events	Yes	Yes	No	Not included in Masterplan as alternative option for Crosfield Hall included. However, moving forward the Council could look to improve their advertising of local events through other mediums such as on their Council or on the Romsey Future website
46	Incorporate a medical centre	Yes	Yes	No	While it is not specifically proposed at this stage, it may be possible that a medical centre could take up one of the new units within the proposed new development.
47	Provide a Marks and Spencers as part of the Masterplan proposals	Yes	No	No	It is unlikely that there would be demand for a third supermarket within Romsey.
48	Reinvigorate the Romsey Market in the town centre	No	No	No	While the Masterplan does not specifically reference the market, it is likely to be positively impacted by the wholesale improvements proposed for the area which should result in an increase in visitors.
49	Create a community hub with a focus on the arts	Yes	Yes	Yes	Option to include a community hub within the medium term bus station development, which could have a focus on the arts in the future.
50	Ensure there is provision for electric car charging	Yes	Yes	Yes	Provision for an appropriate proportion of electric vehicle charging points to be referenced in the Masterplan.
51	Ensure that car parking at Crosfield Hall is protected	Yes	Yes	Yes	The Crosfield Hall site is proposed for a decked car park in the medium term and a new Aldi supermarket with car parking in the longer term. There will be no net loss of car parking. Therefore, while the car parking will not be kept in its existing form, parking spaces will remain available.
52	Retain Bradbeers	Yes	Yes	Yes	Bradbeers is proposed to be retained.
53	Improve Crosfield Hall so that it is more flexible	Yes	Yes	No	Not included, as proposal is instead to redevelop Crosfield Hall site, and where possible include reprovision of facilities in the new bus station development and in other locations in the town centre.
54	Provision of a new GP	Yes	Yes	No	While it is not specifically proposed at this stage, it may be possible that a GP could take up one of the new units within the proposed new development.
55	Include provision for a food bank in any new development	Yes	Yes	No	The Masterplan does not make specific reference to a food bank as part of its proposal, however this does not preclude a food bank being incorporated in the future.
56	Provision for a Farmer's Market in the town centre	No	No	No	While the Masterplan does not make reference to a Farmer's Market, this would not preclude a Farmer's Market from being held in the Masterplan area in the future
57	Incorporate an icerink	Yes	No	No	This idea was explored but found to not to be commercially viable.

	Idea	Within scope of Masterplan?	Realistic / deliverable?	Included?	Rationale
58	Do not change the area	Yes	No	No	Changes are proposed through the Masterplan to ensure that improvements to the area can be made in line with Romsey Future objectives.
59	Provide uses other than housing	Yes	No	No	A mix of uses is proposed.
60	Do not pedestrianise any more parts of the town	Yes	Yes	No	With one of the key focusses of this masterplan being prioritising pedestrians and cyclists, parts of the Masterplan area would be pedestrian only.
61	Provide an outdoor gym	Yes	No	No	While an outdoor gym fits in with the overarching objectives of the Masterplan, there is not enough space within the Masterplan area to include it.
62	One way system	No	No	No	Providing a one-way system is a wider highways issue for the Council and County Council to consider.
63	Provide a youth centre as part of the any new development	Yes	Yes	No	While no explicit mention of a youth centre is made, this could be incorporated into the bus station redevelopment where a 'community hub' is proposed
64	Make the public spaces more attractive	Yes	Yes	Yes	This is a key component of the Masterplan
65	Provide improved community facilities	Yes	Yes	Yes	Improved community facilities provided as part of the medium term option, in a 'Community Hub'. This was a specific recommendation from the Citizens' Assembly. Outside of the physical provision, the Masterplan would make reference to an audit of existing community facilities within the town centre which are not currently utilised to their full potential, and for a potential larger 'hall' facility the Rapids.
66	Ensure that any future development matches the existing form of development	Yes	Yes	Yes	Important that any future development respects the existing historic setting and character of Romsey.
67	Ensure that cyclists and pedestrians are given priority in the future	Yes	Yes	Yes	This idea has become a key focus of the Masterplan, helping to make the area less car dominated.
68	Provide residential development on brownfield sites rather than greenfield sites	Yes	Yes	Yes	Residential development is proposed as part of a mixed use development on the bus station site, which is a brownfield site.
69	Provide water fountains to allow people to fill water bottles	Yes	Yes	Yes	Provision of water fountains through Romsey including the Masterplan is an idea that is consistent with the wider priorities and can be mentioned in the Masterplan report.
70	Incorporate affordable clothes shops in any new development	No	No	No	The provision of new, high quality retail, leisure and commercial floorspace that is flexible is included within the Masterplan. We hope that this may attract contemporary retailers and provide something for everyone. The Masterplan cannot identify the specific stores that will take up those units.
71	Provide affordable retail units	No	No	No	The provision of new, high quality retail, leisure and commercial floorspace that is flexible is included within the Masterplan. We hope that this may attract contemporary retailers and provide something for everyone. The Masterplan is not able to specify rent as this would be controlled by the market.
72	Provide a budget hotel	Yes	No	No	While this option was investigated and it was found that there may be demand, other uses were prioritised for the bus station development. This does not preclude the development of a hotel in the town centre in the future.
73	Provide a conference centre	Yes	No	No	This idea was explored, but was found to not be commercially viable in the space available.
74	Provide a cultural centre	Yes	Yes	No	While a cultural centre is not explicitly referenced in the text of the Masterplan, there are various spaces within the Masterplan proposals that could incorporate a cultural centre if it were deemed feasible in the future.
75	Provide enhancements to the church	No	No	No	As there is no church within the Masterplan area, this idea is considered to be out of scope.
76	Keep Romsey Town Centre car free	No	No	No	Whilst this would certainly meet the sustainability outcomes of the Masterplan and the Citizens' Assembly, it is not within the remit of the Masterplan to make the whole Town Centre car free.
77	Convert excess shops to residential units	No	No	No	This idea is outside of the scope of Masterplan.
78	Provide a space for events	Yes	No	No	The Masterplan would recommend an audit of existing event and community spaces which would include spaces for events.
79	Encourage the use of Rapids and make improvements	No	No	No	While the Rapids is located outside of the Masterplan area, the Masterplan can point towards the Rapids as being a location for additional facilities to be located. It is also proposed to improve the pedestrian and cycle access between the Town Centre and the Rapids.
80	Provide a footbridge over the Bypass	Yes	Yes	No	While the Masterplan makes reference to improvements to the wider walking and cycling network, the Masterplan does not explicitly identify a footbridge over the Bypass as being the solution at the current time. However, this does not preclude the potential future installation of a footbridge.
81	Make sure all future restaurants are of a high quality	No	No	No	While identifying the type of future restaurant is outside of the scope of the Masterplan, the proposals do ensure that the retail and leisure units provided will be flexible, thereby being attractive to retailers who can offer a high quality service.
82	Link to train station	No	No	No	Improving signage and wayfinding throughout the town centre is simple way to improve a visitor's experience - this will include improvements to the link from the town centre to the railway station.
83	Provide a new community building as part of the masterplan proposals	Yes	Yes	No	While an entire new community building is not proposed as part of the Masterplan, some community facilities, including a 'community hub' are proposed as part of the new bus station development.
84	No chain shops within the new development	No	No	No	Limiting specific stores is outside of scope of Masterplan.
85	Provide residents with a resident specific parking permit	No	No	No	This is an issue for the Council to address.
86	Include a swimming pool	Yes	No	No	While this idea was explored, it was found that provision of a swimming pool was unlikely to be commercially viable.
87	Town parking at the Rapids	No	No	No	While not explicitly within the scope of the masterplan, one of the ideas that has been considered is replacing some of the town centre car parking with parking at the Rapids, in a 'Park and Stride' arrangement.
88	Improve access to the Aldi ramp	Yes	Yes	Yes	Can be included as text recommendation, particularly where any new uses are proposed for the existing building.

	Idea	Within scope of Masterplan?	Realistic / deliverable?	Included?	Rationale
89	Improve access to the bus station	Yes	Yes	Yes	Access to the bus station would be improved in the short term. Redevelopment of the bus station proposed is proposed in the medium term and the bus facilities relocated to Broadwater Road, during which providing quality access would be a high priority.
90	Provide space for a bigger Aldi	Yes	Yes	Yes	During consultations with landowners, Aldi have indicated that they would benefit from having a larger store within the town centre. By allocating a site for a larger store, their existing store can be utilised for another use. Please see the long term options for further information.
91	Improve accessibility into Romsey	Yes	Yes	Yes	One of the key aims of the Masterplan is to improve accessibility through a range of measures and proposals.
93	Incorporate methods to encourage tourism within the town centre	Yes	Yes	Yes	By making wholesale improvements to the area, it is expected that tourism within Romsey will benefit.
94	Move taxi rank	Yes	Yes	Yes	The existing taxi rank will be moved as part of the development and reprovided in a convenience location.
95	Do not include provision of any additional supermarkets	Yes	Yes	Yes	The Masterplan proposal includes provision for a new supermarket building for Aldi as part of the long term Masterplan options, but not an additional supermarket.
96	Improve the area outside of Crosfield Hall	Yes	Yes	Yes	The proposals involve wholesale improvements to Broadwater Road to make the area more attractive and pedestrian focussed.
97	Provide better pedestrian links within the Masterplan area	Yes	Yes	Yes	With one of the key focusses of this Masterplan being prioritising pedestrians and cyclists, there are a range of interventions aimed at improving the experience for pedestrians and cyclists.
98	Romsey to be a destination of choice	Yes	Yes	Yes	By making wholesale improvements to the area, it is expected that tourism within Romsey will benefit.
99	Repaint road markings on roads	Yes	Yes	Yes	Road markings will be improved as part of the Masterplan proposals.
100	Redevelop the bus station but ensure the scale is appropriate	Yes	Yes	Yes	Redevelopment of the bus station provides an excellent opportunity to provide various facilities required in the town centre.
101	set clear objectives	Yes	Yes	Yes	Clear set of objectives / principles have been included.
102	Provide improved street lighting	Yes	Yes	Yes	The Masterplan options would incorporate provision of improved street lighting, with a particular focus on improvements for pedestrians and cyclists.

APPENDIX D | STAGE 2 CONSULTATION BOARDS

Welcome to Stage 2 Consultation for the South of Romsey Town Centre Masterplan



Romsey Future is preparing a Masterplan for the area south of Romsey Town Centre, in conjunction with Test Valley Borough Council and specialist planning, design, property and heritage consultants.

Draft Masterplan options have been prepared following extensive consultation with the local community, businesses and landowners, all of which has shaped the options. The purpose of the Masterplan is to provide a clear and shared vision for future development of the area. It will establish clear objectives and priorities for action, and promote and guide future improvements and development over the next 10 years or so.

The purpose of this consultation is to showcase the draft options and invite further feedback from the public. All the ideas outlined are draft and subject to change, dependent on the feedback received.

We want to hear your views on the draft Masterplan. Please review the consultation boards, and provide us with your feedback by either:

- Visiting https://www.surveymonkey.co.uk/r/southfromsey_draftmasterplan
- Returning a completed form to the returns box at consultation events or emailing it to: romseyfuture@testvalley.gov.uk

Your feedback will help to inform the final Masterplan Report, which will be prepared and finalised in summer 2020.

Masterplan Timeline



Romsey Future

South of the Town Centre Masterplan

BACKGROUND

What is Romsey Future?

Romsey Future is an exciting project that aims to ensure the town's future as a vibrant and thriving market town, interacting with its surrounding communities.

Romsey Future sets out a long term vision for Romsey. It is an active partnership of many groups and organisations working together to build consensus and deliver on shared ambitions. We work together to deliver projects, to attract funding, and to guide future policies and strategies.

What is Romsey Future's Vision?

Our town, our future 2015-2035

Over the next 20 years, Romsey will become the place of choice for the residents of small towns and villages in Southern Test Valley to come together. Romsey will thrive and grow, new communities will emerge and more people will visit the town centre. The town will retain its character as a relatively compact historic market town closely related to the countryside around it.

Who is supporting this project?

In 2018, Test Valley Borough Council, on behalf of Romsey Future appointed Nexus Planning to lead a team, comprising Perkins & Will and Alan Baxter Associates, to undertake a wide-ranging innovative consultation exercise and to prepare a Masterplan for the area described as 'Land South of Romsey Town Centre'.

Who are Nexus Planning?

Nexus Planning is a town planning and regeneration consultancy with expertise in public sector consultancy across planning policy, town centres, community engagement and Localism based work. Nexus Planning has prepared a series of other Town Centre Masterplans including for Leatherhead, Caterham and Margate.

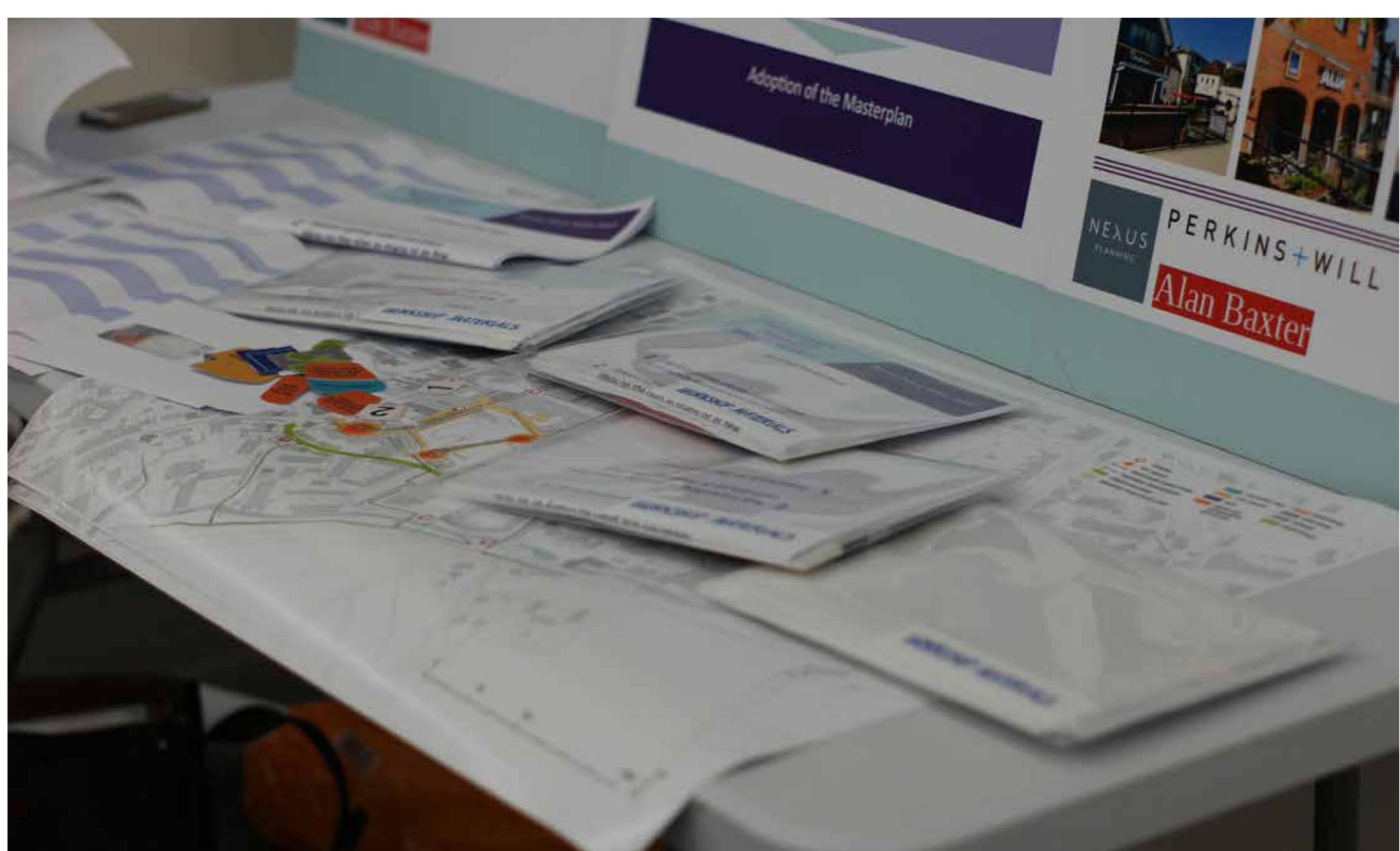
Who are Perkins & Will?

Perkins & Will is a global Architecture and Design firm of 2,700 creatives and critical thinkers providing integrated services in urban design and strategy, architecture, interior design, landscape architecture and more. Perkins & Will is committed to creating human-centered design through sustainability, resilience, well-being, diversity, inclusion, and research.



Romsey Future
Our town, our future

A vision for Romsey
2015 to 2035



Romsey Future

South of the Town Centre Masterplan

CONSULTATION TO DATE

The first stage of consultation for the project was carried out in September and October 2018. Members of Romsey Future, as well as representative from the Council and the consultant team distributed consultation postcards at a series of consultation events. The postcards asked members of the Romsey community to record their ideas or priorities for the area. More than 200 responses were received. The consultant team also ran 'Walk and Talk Tours' of the area and held workshops with local schools.



In December 2018, a masterplanning workshop was held with members of the community to delve further into what the Masterplan could offer.

We reviewed all the feedback received and the key messages were:

- o It is important that **car parking remains easily accessible** and available within walking distance of the town centre
- o The **character of Romsey must be retained** and complemented in any future development coming forward
- o The **waterway between Bradbeers and Dukes Mill is not currently utilised** to its full potential
- o **Existing community facilities made available for public use are valued**, including in the Crosfield Hall
- o A **better variety of shops** within the town would be supported by residents
- o **Better pedestrian links** throughout the whole of the area would improve the experience of anyone on foot
- o **More trees and greening** would help to improve the appearance of the area



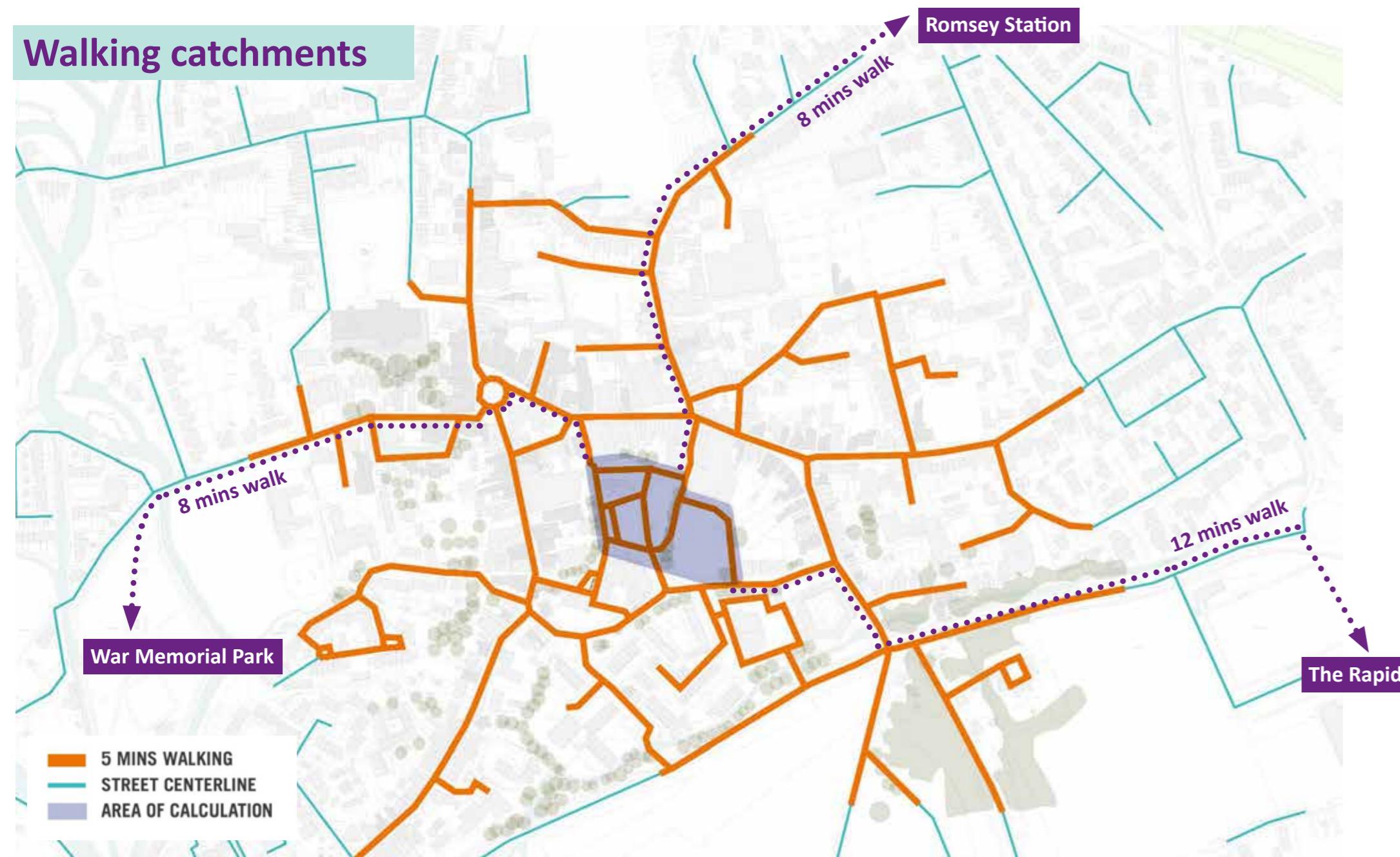
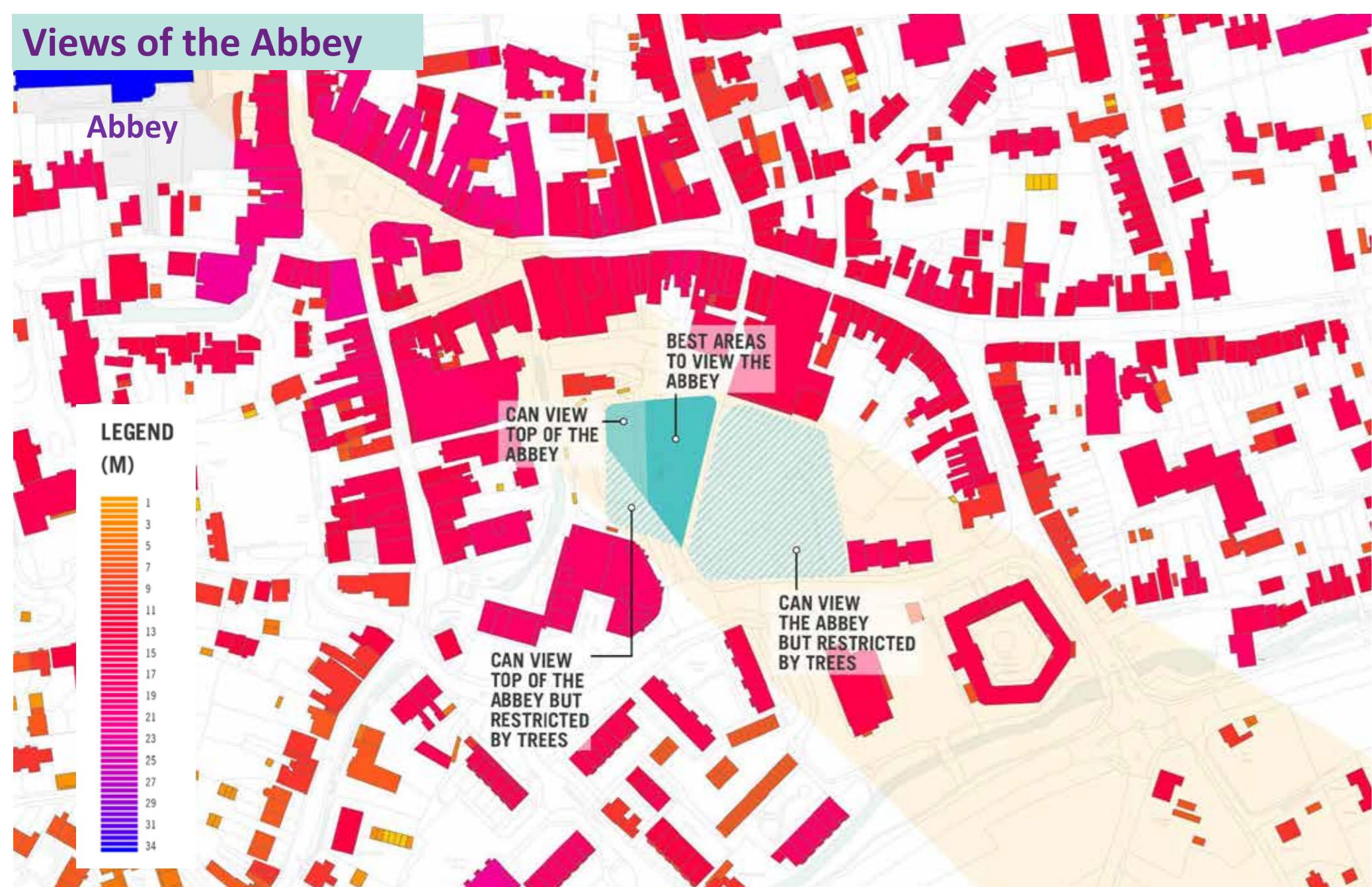
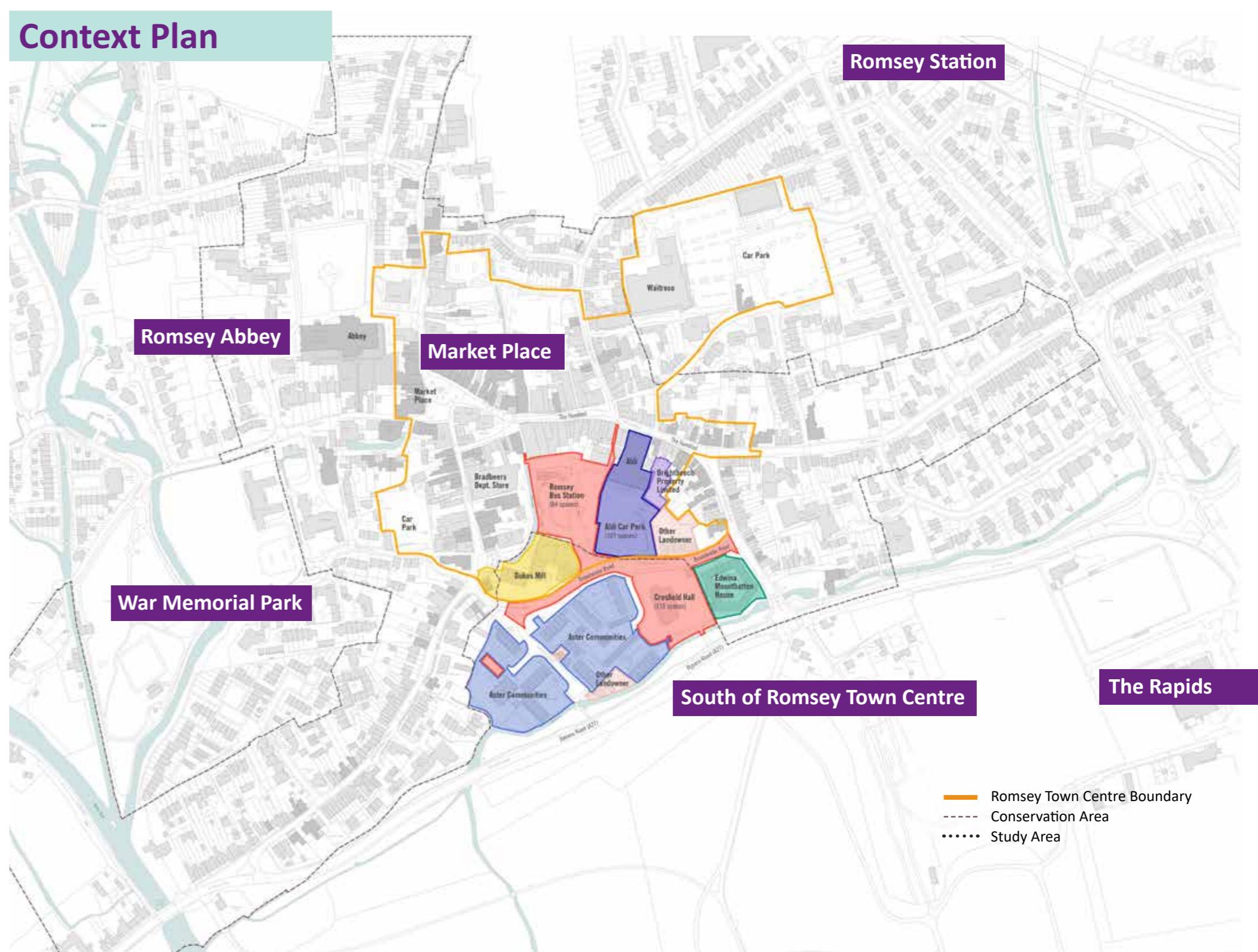
Romsey Future

South of the Town Centre Masterplan

MASTERPLAN CONTEXT

During Stage 1 Consultation, members of the community identified some opportunities and constraints that were of particular importance. These elements have helped to form the context for the preparation of the Masterplan options. The main considerations are shown below:

- Views of the Abbey
- Walking catchments
- Landscape features
- Townscape features



CITIZENS' ASSEMBLY

In May 2019 the Government launched a pilot programme called Innovation in Democracy .

Test Valley Borough Council were one of three local authorities selected to arrange a Citizens' Assembly and the south of Romsey Town Centre was its focus. A representative group of 50 members of the public were selected to take part in the Assembly which was held in November 2019.

The Citizens' Assembly was asked: How do we improve the area around Crosfield Hall and the Bus Station to deliver the maximum benefit to Romsey?

The Citizens' Assembly recommendations were:

1. Make Romsey an **attractive, vibrant centre of excellence** including green spaces and wildlife corridors.
2. **More green spaces** in the area to enhance, protect and increase our natural environment, which includes wild animals and plants.
3. **Well planned, connected and accessible infrastructure** (including travel, access, public spaces, education, tech and business) with good flow for transport and pedestrians to encourage business and tourists.
4. **Improved transport infrastructure to encourage a sense of community** - with viable options for moving around.
5. **Community hub and green spaces** that bring people together (across generations).
6. **Design an integrated transport & parking plan** that includes walking, cycling, public transport and cars and think about all the different kinds of people coming into the town (accessible parking, but still encourage bus use, especially by younger people).
7. **Lots of things in town centre that are affordable and accessible for all** which everyone living in Romsey knows about and can take part in.



These recommendations are well aligned with the emerging Vision and Design Principles of the Masterplan.

THE MASTERPLAN

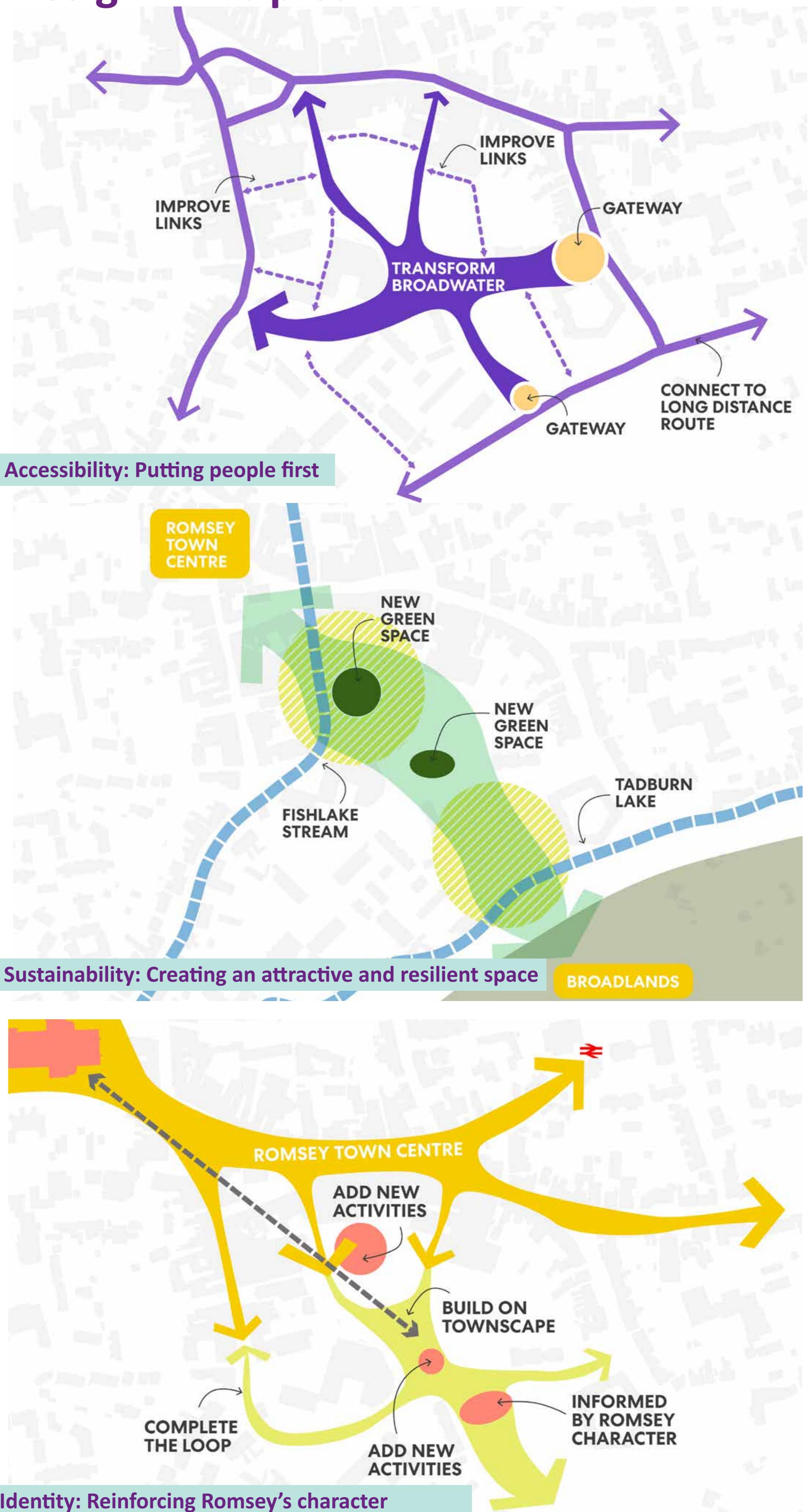
Our aim is to prepare a Masterplan that meets the needs of the community and is deliverable

Vision

The area south of Romsey Town Centre will be transformed into an attractive gateway for Romsey, a place where historic character meets urban greening in an exemplar ‘new quarter’. As well as playing an important role in terms of climate resilience and improved health and well being, the area will be designed as a place with people at its centre, with clear wayfinding and better pedestrian and cycle links in and out of the town. The Masterplan will reinforce Romsey’s unique sense of identity, drawing on its heritage and community.



Design Principles



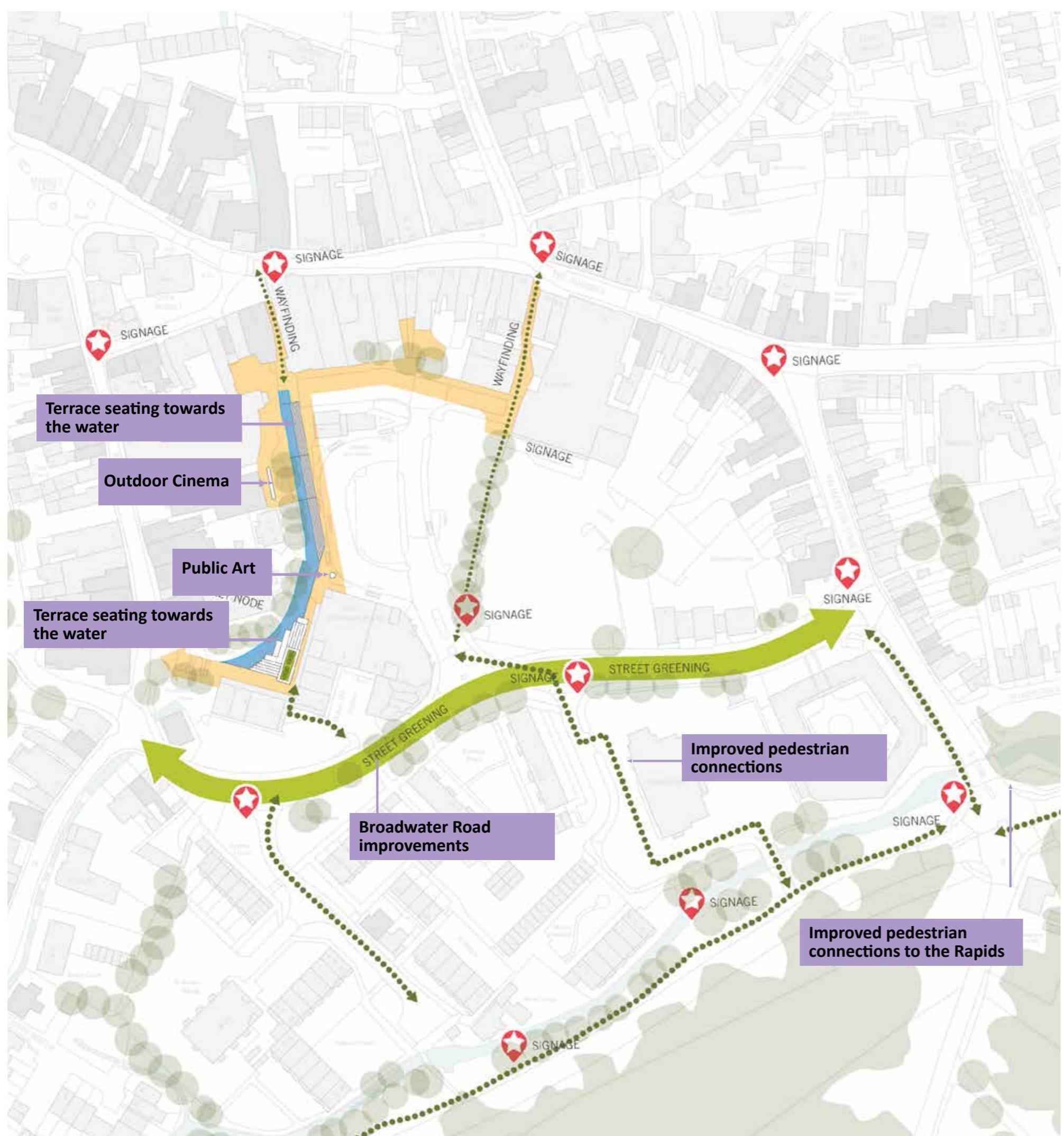
Over the course of the Masterplanning process, hundreds of ideas have been suggested to the Masterplanning team. All ideas have been collected in an ‘Ideas Register’. Unfortunately, not all the ideas suggested can be incorporated into a viable and deliverable Masterplan. However, many ideas have and these have informed the options now being consulted upon.

Below are some key examples of ideas that have been included, and some that have not. Please speak to a member of the consultant team if you would like to know more.

Idea	Within scope of Masterplan?	Realistic / deliverable?	Included?	Rationale
Pedestrians and cyclists prioritised	✓	✓	✓	This idea has become a key focus of the Masterplan, helping to make the area less car dominated.
Make improvements to the waterways	✓	✓	✓	The existing Fishlake Stream and Tadburn Lake are natural assets that are not currently utilised to their full potential.
Provide more restaurants	✓	✓	✓	The Masterplan proposals include the provision of floorspace for flexible and contemporary food and beverage units with outdoor dining spaces.
Provide a cinema	✓	✗	✗	This idea was tested but found unlikely to be commercially viable and therefore was not pursued.
Provide an underground car park	✓	✗	✗	The topography of the area is such that developing an underground car park may cause damage to the water table, and is likely to be cost prohibitive.
Provide more car parking	✓	✗	✗	The options propose to re-provide the existing amount of parking spaces in consolidated car parks, in order to allow more efficient use of space and to provide additional land uses and public spaces. Creating additional parking spaces is not consistent with the sustainability objectives of the Masterplan.



SHORT TERM OPTIONS



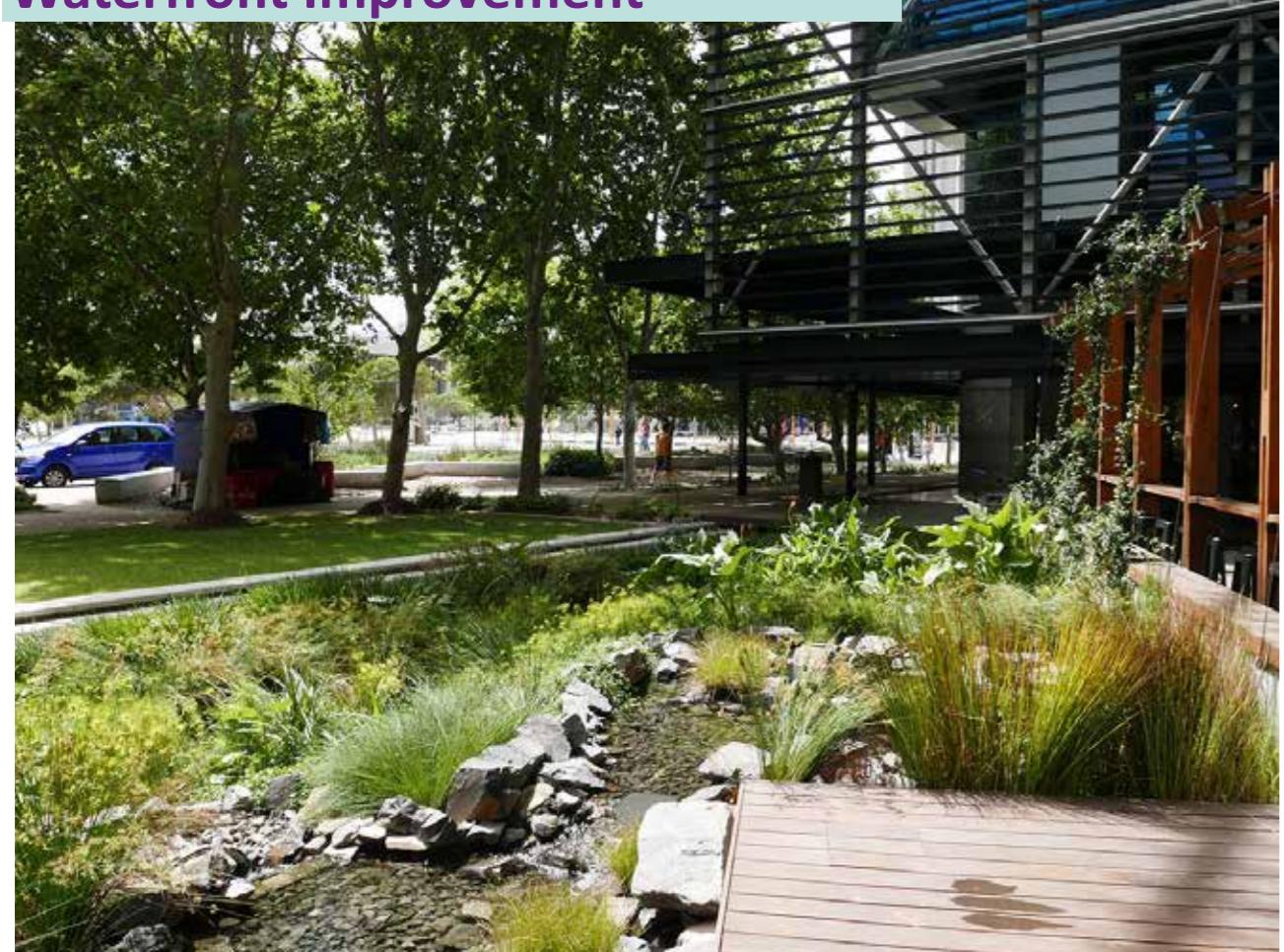
The Short Term Masterplan options are focussed around improvements to the urban environment, including its greening. These improvements will set the scene for the remainder of the Masterplan options. The urban realm improvements are particularly focussed around the Fishlake Stream between Bradbeers and the bus station.

Options include:

- o Enhancement of Fishlake Stream and Tadburn Lake waterways
- o The introduction of nature to enhance health and well being
- o Signage and wayfinding improvements
- o Traffic calming and improvements to Broadwater Road
- o Improved pedestrian connections across the area
- o Improved pedestrian connections to the Rapids
- o Improvements to the laneways that connect the Hundred and the Masterplan area
- o Installation of public art
- o Option to explore activity generating proposals such as an outdoor cinema in the summer

Precedent Images

Waterfront Improvement



Waterfront Improvement



Street Furniture



Waterfront Improvement



New Pavements



MEDIUM TERM OPTIONS



The Medium Term Masterplan options are focussed around opportunities arising from the development of the two sites that are within Test Valley Borough Council ownership – the bus station site, and Crosfield Hall.

While both of these facilities are important to the wider community, our analysis has found that it would be possible to reprovide the existing facilities, whilst making better use of the area overall.

During this phase of development, buses would use new bus stops along Broadwater Road.

Phase 1: Bus Station

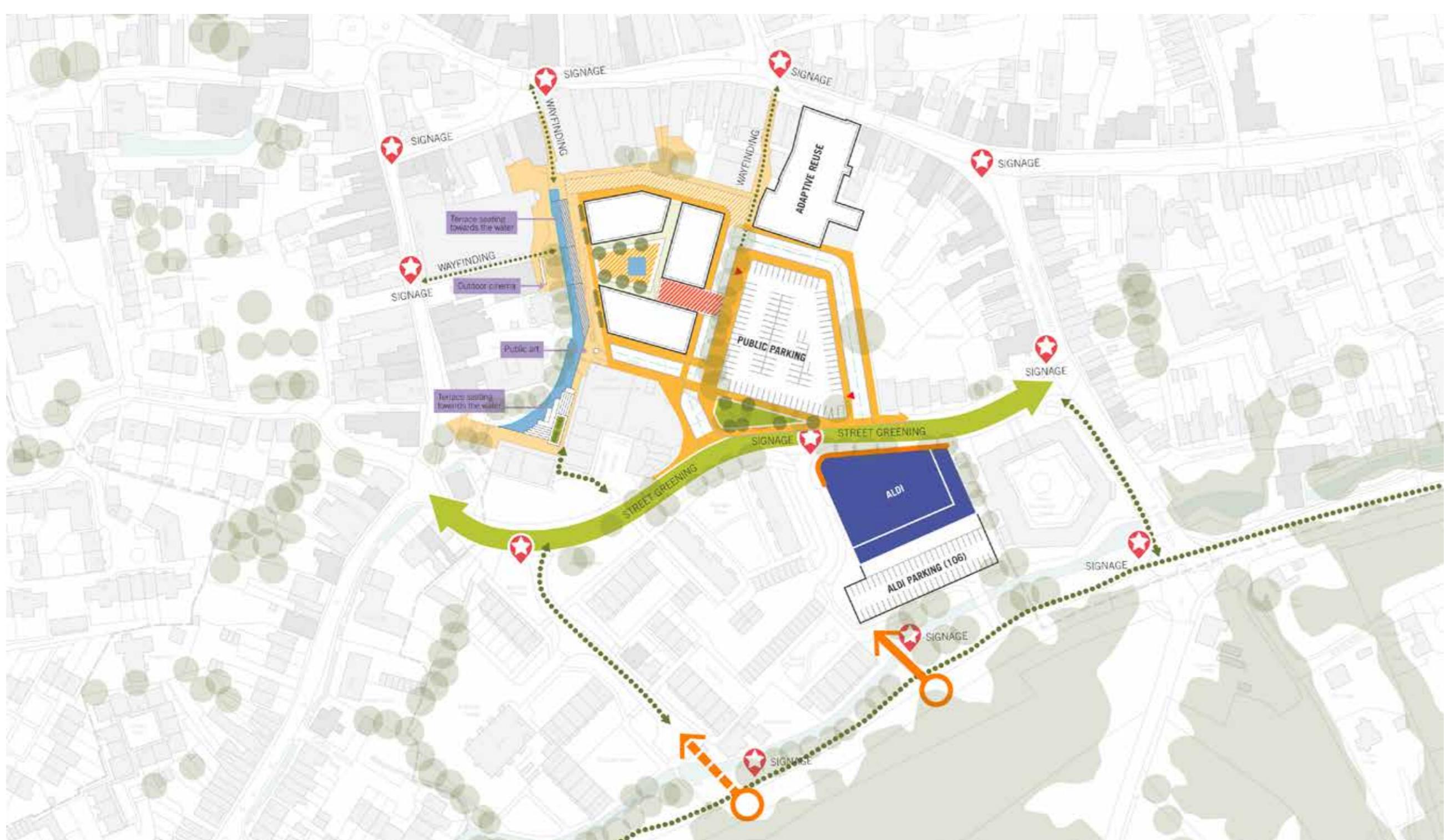
- o Bus circulation to be altered to avoid idling buses taking up premium town centre land
- o Proposal for development of a residential led, mixed use development for between 30-50 residential units
- o Flexible retail and leisure floorspace including restaurants and associated outdoor dining in the summer
- o Incorporate a new 'community hub'
- o Existing facilities including WCs and taxi office to be incorporated

Phase 2: Crosfield Hall

- o Crosfield Hall facilities evaluated and reprovided within new and existing facilities within Romsey based on future detailed assessment of facility operation and need
- o Proposed decked car park for around 250 car parking spaces
- o Any redevelopment of the Crosfield Hall site needs to be carefully designed to ensure the amenity of residents of Edwina Mountbatten House is protected, particularly in relation to sound attenuation and air quality



LONG TERM OPTIONS



The longer term prospects for development within the area, including development of sites not owned by Test Valley Borough Council have been considered. In particular, we have looked at opportunities involving the existing Aldi and associated car park. In the future, there may be opportunities to expand the Long Term Masterplan options to include other adjoining land parcels within private ownership.

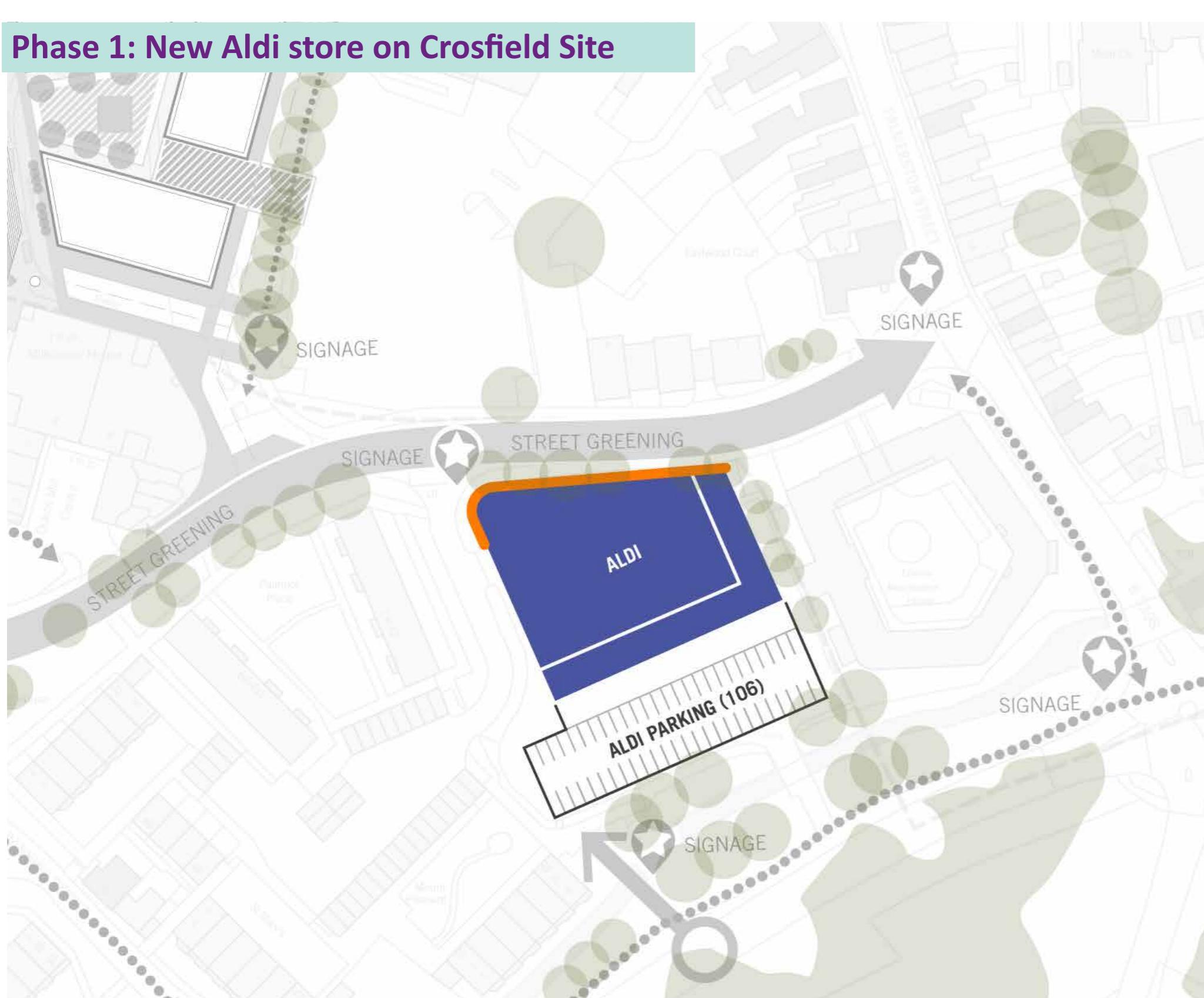
Phase 1: New Aldi store on Crosfield Hall site

- o Aldi store to be relocated from current position to the Crosfield Hall site
- o The site has the capacity to host a new Aldi store and space for 106 car parking spaces
- o Designed to complement and be sympathetic to the character of Romsey
- o Option for some retail floorspace above the new store

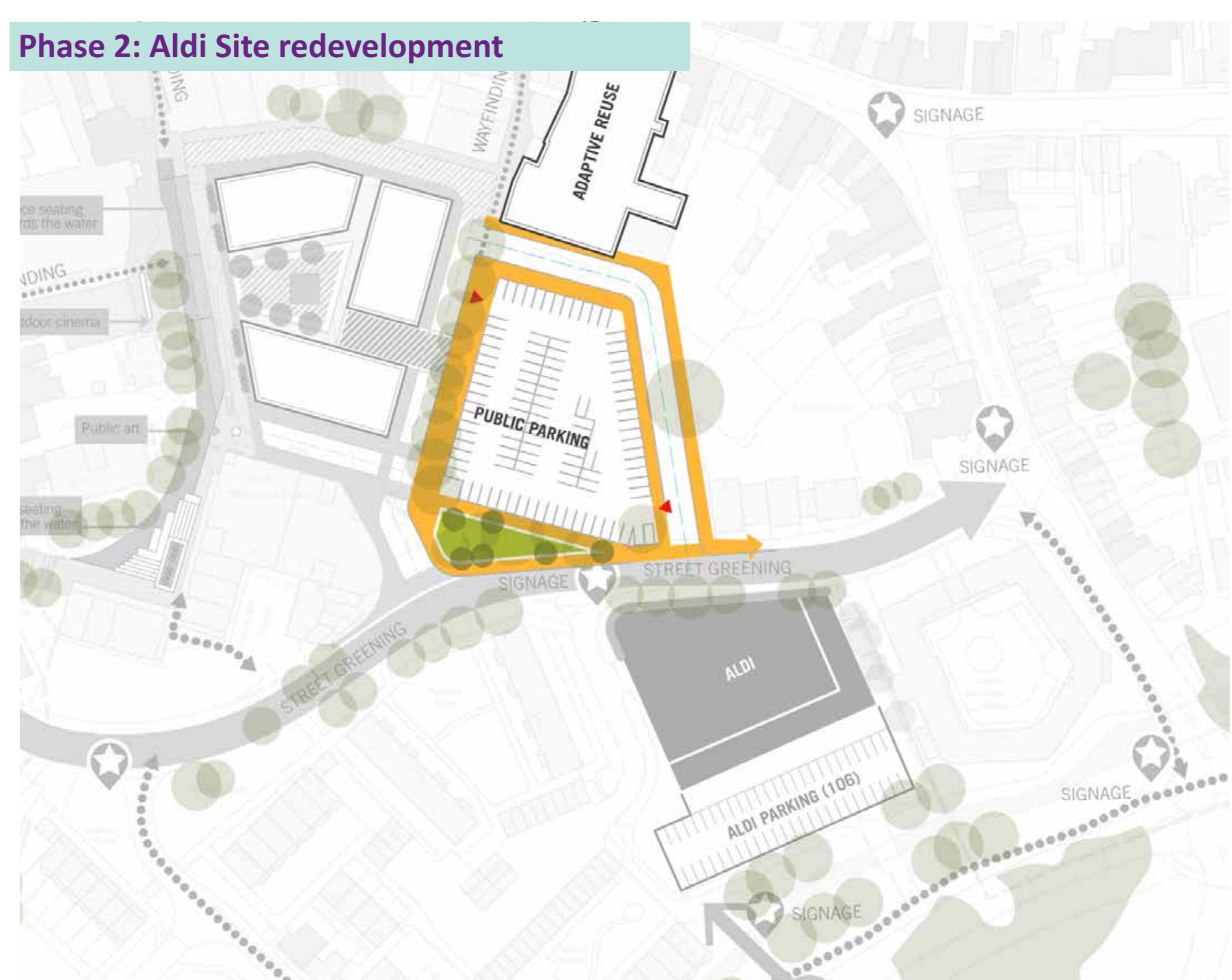
Phase 2: Aldi site redevelopment

- o Adaptive reuse of the Aldi building for a combination of uses such as offices, gym, and retail/ food and beverage
- o Frontage to the Hundred to be reactivated
- o Existing car parking to be retained and enhanced, with option to provide a level of decked parking to increase the overall parking capacity of the area. Surface level car parking would have the capacity to provide 90 car parking spaces, with decked parking able to provide 180 car parking spaces in this location
- o Provision of public space along Broadwater Road

Phase 1: New Aldi store on Crosfield Site



Phase 2: Aldi Site redevelopment



BUS CIRCULATION

With the proposed redevelopment of the Romsey bus station during Phase 1 of the Medium Term Scenario, the existing arrangements for bus passenger pick-up and drop-off would need to change. Over the course of the Masterplan, there are a number of potential options for reconfiguration of bus circulation. The options shown below have been developed for Masterplan purposes only at this stage. Each presents positives and negatives and are subject to detailed design and testing.

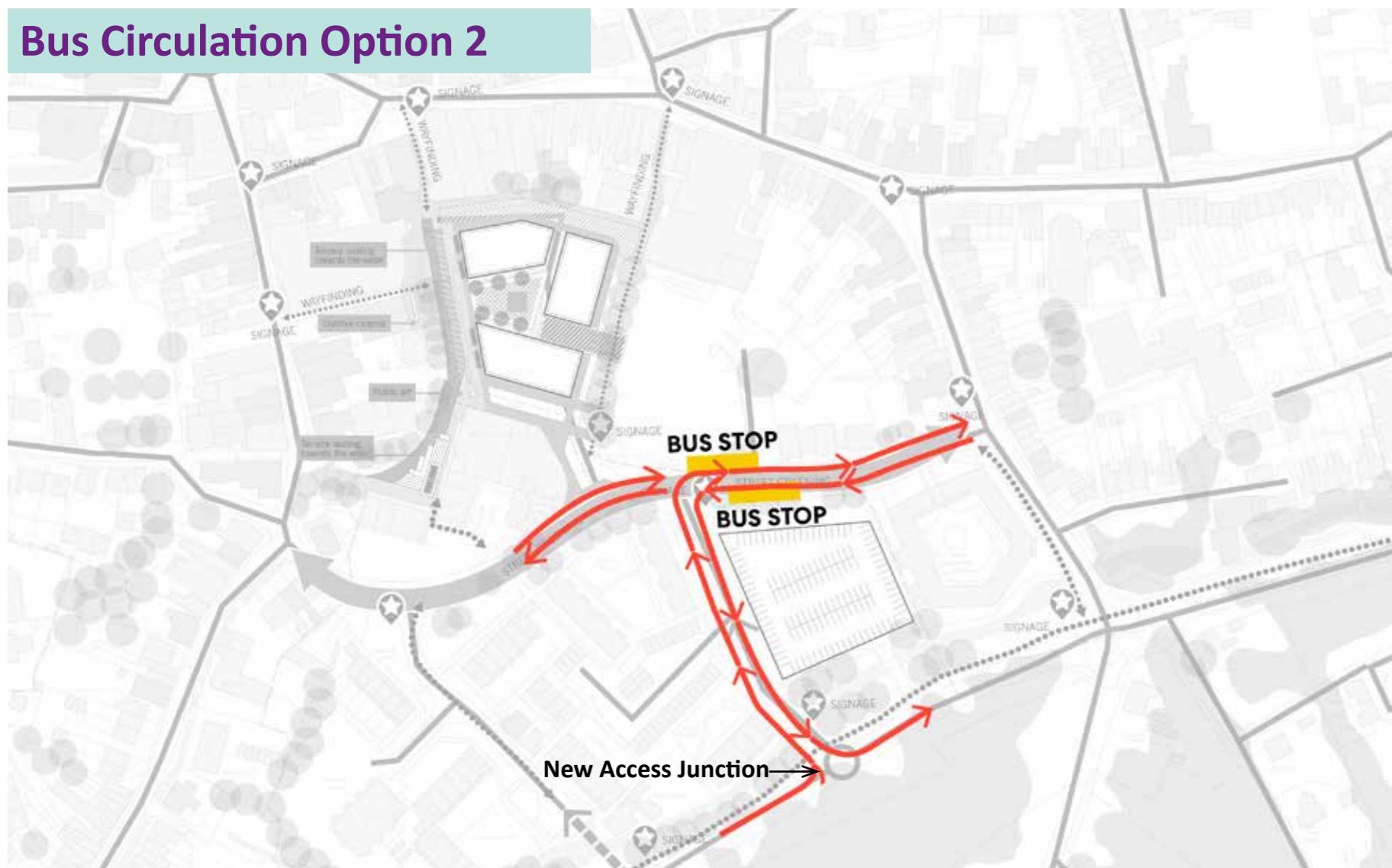
Bus Circulation Option 1



Bus Circulation Option 1

- o Bus stops to be relocated to Broadwater Road, and buses to use Broadwater Road roundabout to turn around
- o Bus routes to remain the same
- o Bus stops to be located within easier walking distance of Edwina Mountbatten House, but slightly further away from The Hundred
- o Roundabout to be widened to facilitate bus turning

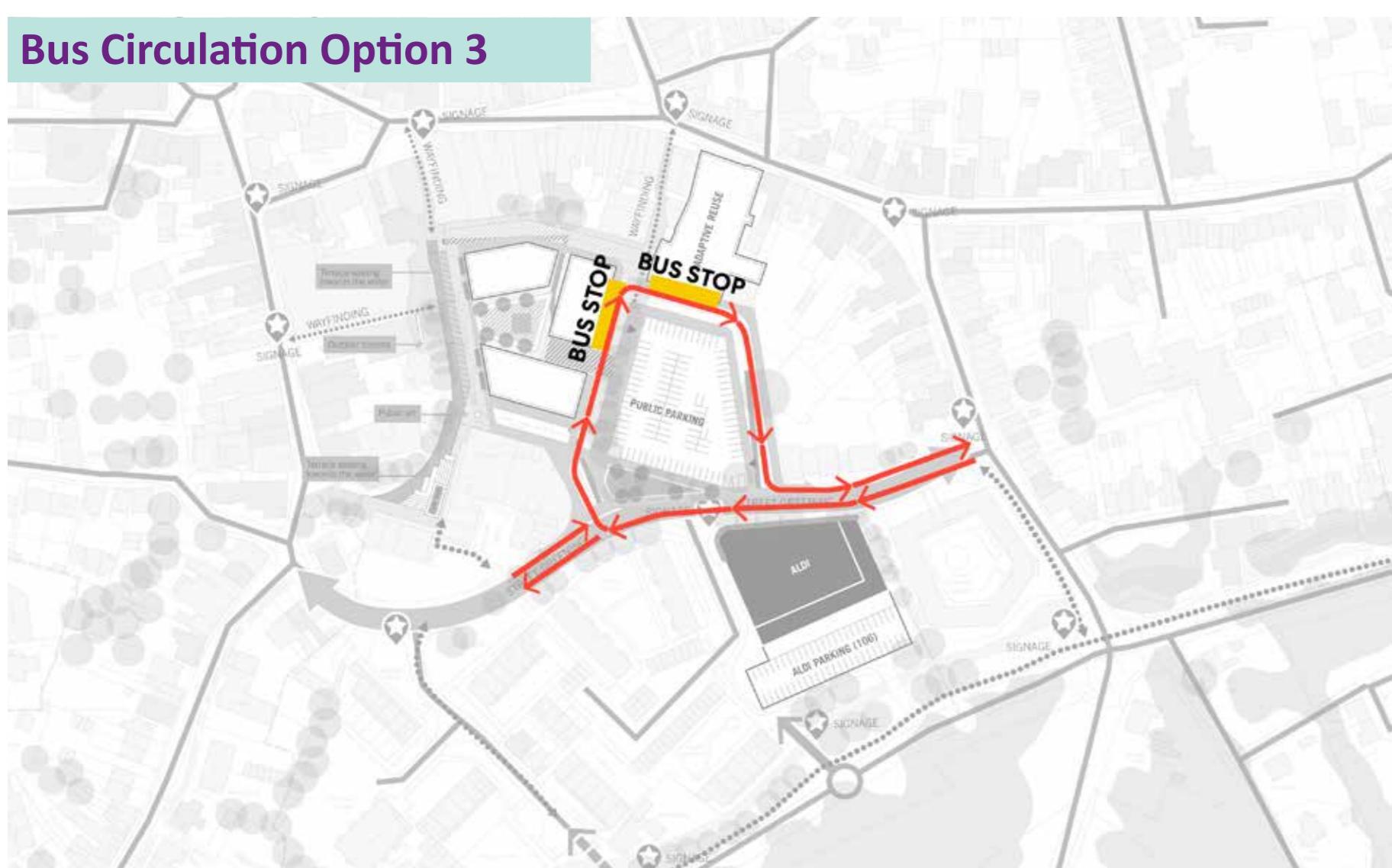
Bus Circulation Option 2



Bus Circulation Option 2

- o Option to create new access junction from the Bypass in a left-in, left-out arrangement, and requiring a new stream crossing
- o Buses to use bus stops along Broadwater Road
- o This option would allow direct access from the Bypass to the new consolidated car park, reducing the impact of traffic on Broadwater Road
- o Minor changes to some bus routes required
- o Pampol Street to be widened

Bus Circulation Option 3



Bus Circulation Option 3

- o Buses to travel around existing Aldi car park, allowing pick up and drop off in a location in the centre of the Masterplan area
- o Shared surface would be required to manage the interface between vehicles and pedestrians
- o Bus routes to remain the same

We want to know your views on the draft Masterplan options, so please make sure you fill in the survey, either in hard copy or online. When the consultation period closes, we will collate all your responses and prepare a Stage 2 Consultation Report. The feedback we receive will be taken into account when we prepare the final Masterplan and Masterplan Report.

Please review the consultation boards, and provide us with your feedback by either:

- Visiting https://www.surveymonkey.co.uk/r/southofromsey_draftmasterplan
- Returning a completed form to the returns box at consultation events or emailing it to: romseyfuture@testvalley.gov.uk

Masterplan Timeline

PREPARATION OF STAGE 2
CONSULTATION REPORT

March 2020

PREPARATION OF FINAL
DRAFT MASTERPLAN AND
MASTERPLAN REPORT

May 2020

ADOPTION OF MASTERPLAN

Summer 2020



APPENDIX E | CONSULTATION QUESTIONNAIRE

What is the South of Romsey Town Centre Masterplan?

Romsey Future is working with the community and local businesses, key stakeholders and the Borough Council and its consultants to produce a viable Masterplan for the area South of Romsey Town Centre.

The South of Romsey Town Centre Masterplan will aim to deliver the objectives established following previous community consultation exercises. The Masterplan will set out key projects and initiatives arising from short, medium and long term options.

We want to hear your views on the draft Masterplan. Please review the consultation boards and provide us with your feedback by either:

- Visiting <https://www.romseyfuture.org.uk/sotc-hav yoursay> and following the links.
- Returning a completed form to the returns box at consultation events or emailing it to: romseyfuture@testvalley.gov.uk

Please return your completed questionnaire by 20 March 2020.

1. Do you agree that these should be the top priorities for the South of Romsey Town Centre Masterplan?

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Increasing the range of uses and providing a modern retail offer (including food and beverage) that does not compete with the existing offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing a sustainable plan that seeks to enhance environmental and human health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving car parking whilst also ensuring flexibility in the future for more sustainable methods of transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prioritising the provision of high quality green spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving access and utilisation of the Fishlake stream	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing better pedestrian and cyclist links across the area including improvements to signage and wayfinding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting and enhancing Romsey's historic character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing community facilities that are of a high quality and accessible to all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging a lively café culture and evening economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Would you like to make any further comments?

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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2. Do you agree with the short term Masterplan options?

<input type="checkbox"/>				
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Would you like to make any further comments?

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	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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3. Do you agree with the medium term Masterplan options?

<input type="checkbox"/>				
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Would you like to make any further comments?

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	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
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4. Do you agree with the long term Masterplan options?

<input type="checkbox"/>				
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Would you like to make any further comments?

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Do you have any further comments on the draft Masterplan?

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6. Tell us about yourself (Insert tick boxes)

	Age	Gender	
I live in Romsey	<input type="checkbox"/>	Under 16	<input type="checkbox"/> Female <input type="checkbox"/>
I work in Romsey	<input type="checkbox"/>	16 - 24	<input type="checkbox"/> Male <input type="checkbox"/>
I'm visiting Romsey from.....	<input type="checkbox"/>	25 - 40	<input type="checkbox"/> Rather not say <input type="checkbox"/>
Other- please specify.....	<input type="checkbox"/>	41 - 65	<input type="checkbox"/>
		Over 65	<input type="checkbox"/>

Postcode

If you would like to be kept informed about the project please provide us with your e-mail or postal address.

By completing the information below, you are giving your consent to receiving information from the Council about the South of Romsey Town Centre Masterplan. Your details will be retained by the Council and used only to send you information on the project, in accordance with the Council's privacy statement (available at www.testvalley.gov.uk/gdpr). You can withdraw your consent to receive this information at any time by contacting us at romseyfuture@testvalley.gov.uk.

Email:

Postal address: :

Thank you for taking the time to complete this questionnaire.

APPENDIX F | CONSULTATION RESPONSES FROM OTHER BODIES

Dear Romsey Futures / Test Valley Borough Council

Thank you for sending the South of Romsey Town Centre Masterplan Consultation to the Strategic Transport team at Hampshire County Council (HCC) to comment upon.

General Comments

As the Local Highway and Passenger Transport authority for the area we have been engaged in discussions with Test Valley Borough Council (TVBC) officers regarding the options put forward in the consultation materials and are jointly funding a high level assessment of the potential highway implications of the masterplan.

In its role as Highways Authority, HCC is responsible for developing and overseeing the Local Transport Plan (LTP), maintaining and managing safe and secure highways across the county. This includes day-to-day management of the Highways, but also long-term strategy in which HCC is responsible for guiding its network towards sustainable and efficient solutions.

The County Council in its capacity as the Local Highway Authority (LHA) welcomes the principle of having an enlarged retail offer / mixed use development within Romsey to enhance the critical mass of town so that it can support better sustainable outcomes, in turn contributing towards the resilience and viability of local services and facilities thereby reducing the need to travel outside of the area by private car.

Short Term

With both authorities (HCC and TVBC) having recently declared a 'Climate Emergency', the plans to improve pedestrian and cycle links and wayfinding are consistent with a greater focus on sustainable / active modes of transport.

Further consultation with the County Council will be required to understand the aspirations for the traffic calming / improvements on Broadwater Road. As previously noted the County Council supports making improved pedestrian connections in the masterplan area and out into the wider community to support the sustainability of the town. We would seek further engagement with TVBC to ensure that a joined up scheme is developed which supports the recent placemaking investment that the County Council has implemented in the Town centre.

Medium & Longer Term

We understand that TVBC has engaged with the local bus operators regarding the proposed changes to the bus station arrangements and we would request that these discussions, including the County Council, are continued. The regeneration project should seek opportunities to improve pedestrian access to bus services, provide high quality waiting facilities for passengers and ensure that buses have adequate waiting and pick up space so that bus services do not experience operational difficulties as a result of the project, with resulting impacts on bus service reliability.

Testing will also need to be undertaken with regards to the access from the A27 into the Crossfield Hall site which has the potential to service a new decked car park, relocated Aldi store and option 2 of the bus circulation plan. Careful consideration will need to be given not only to the feasibility of constructing an access road over the Tadburn Stream, but also with regards to the whether this will have an impact on the efficient movement of people and goods along the A27. Considerations of the future maintenance arrangements and the necessity for securing a commuted sum should be considered. HCC request that you consider the following guidance:

- Ensuring that where a safe and suitable access to a development site is available to a less trafficked category of road, this it is used;
- Ensuring that new direct accesses are only inserted where such an access would:
 - Be in the interests of public safety, and the safety of the highway;
 - Be demonstrably in the interest of sustainability; or
 - Can be accommodated and mitigated without impacting negatively on the strategic operation of the route;

We note the proposal to increase car parking capacity within the town to support the growth. This needs careful consideration to ensure that the car parking provision does not undermine the efforts to put people first and promote greater use of active and sustainable modes of transport for local journeys. The Borough Council should look to develop an accompanying parking policy and pricing strategy that aims to rebalance these competing requirements.

When moving forward from the masterplan we request that the development proposals are supported by robust transport appraisal. This should consider the sustainable transport and master planning principles and develop essential mitigation packages required to make such development accord to the principles.

HCC wish to continue working with TVBC / Romsey Futures to help specify and develop an evidence base that enables the impact of proposals on the highway network to be quantified and to ensure that necessary mitigation measures can be provided. We would also welcome early involvement in future developments to ensure that transport can be considered at the earliest stages of planning.

As it is likely that any new development will impose an increased load on local transport networks HCC would expect to secure Section 106 contributions to mitigate the traffic and transport impacts.

Kind regards

Karen

Karen Brisley
Principal Transport Planner
Economy, Transport and Environment



Consultation Response

Test Valley Borough Council South of Romsey Town Centre Consultation March 2020

Introduction

This document represents a formal response by Bluestar regarding the above consultation.

Bluestar is part of Go South Coast, which operates across the south coast with its core networks based in Poole, Salisbury, Eastleigh, Swindon and the Isle of Wight with smaller depots at Bournemouth, Swanage, Ringwood and Totton. With a fleet of over 800 vehicles across all brands, we help our customers make over 47 million journeys annually. We are a major employer in the south of England with over 1900 colleagues delivering services every day of the year.

Bus services are provided primarily through the route networks of [more bus](#), [Salisbury Reds](#), [Swindon Bus](#) and [Bluestar](#) serving the Dorset, Wiltshire, Swindon and Southampton areas and [Southern Vectis](#) on the Isle of Wight. These networks are in the majority commercially operated but there is significant involvement in the tendered local bus market, together with school and college movements. The prestigious contracts to operate bus services for the University of Southampton - [Unilink](#) & Bournemouth University - [UNIBUS](#) are currently held, together with contracts for other higher education providers.

We aim to provide customers with the best experience possible when they travel with us. In order to achieve this we are constantly investing in our fleet and staying ahead of competitors with innovative on-board technology from free wifi to USB charging points, smart ticketing and cashless payments.

- [Bluestar – Southampton](#)
- [Damory – rural Dorset](#)
- [morebus – Bournemouth & Poole](#)
- [Salisbury Reds – Salisbury](#)
- [Southern Vectis – Isle of Wight](#)
- [Swindon's Bus Company – Swindon](#)
- [Unilink – University of Southampton](#)
- [UNIBUS – Bournemouth University](#)

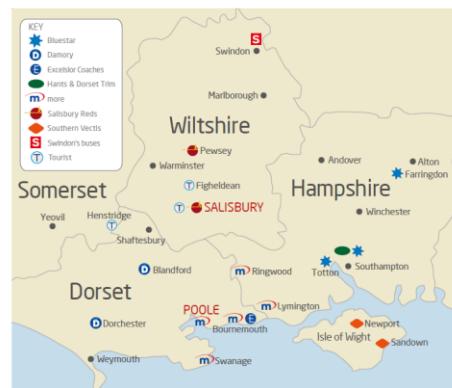


Figure 1 – Go South Coast Operating Area

Why we're Responding

Bluestar, and our sister company, Salisbury Reds are the main bus operator in and around Romsey operating the following services:-

- Bluestar 4 – Connecting Romsey to Southampton via North Baddeley, Rownhams, Lordshill and Shirley upto half hourly in the Day Monday to Saturday and hourly on Sundays;
- Bluestar 5 – Connecting Romsey to Eastleigh and Boyatt Wood via North Baddeley and Chestnut Avenue hourly Monday to Saturday;
- Bluestar 39 – Connecting Romsey to Nomansland via West Wellow and Landford once a day Monday to Friday under contract to Hampshire County Council;

- Salisbury Reds X7R – Connecting Romsey to Southampton and Salisbury via West Wellow, Whiteparish, Alderbury, Ower, Testwood, Totton and Milbrook three times a day Monday to Friday and four times a day on Saturdays.

Bus provision is, on the whole through privately operated services which have seen improvements over time, however with this success and modal shift comes the need to improve flow of buses through junctions and networks to improve reliability as well as a need for a co-ordinated approach to the use of road space at main interchange points. This emerging proposal needs to bear this in mind.

Our Response

We support the concept of getting around Romsey and developing the economy. The concept of increasing parking seems at odds with the concept of getting around the town and being a pleasant place to be. Through encouraging cars through increased parking whilst at the same time reducing the overall amount of highway available needs to be properly thought through. This could lead to increased congestion at a time when travel demand through new development may increase. As it reads, the plan, in essence aims to improve the overall offer and provide satellite provision of eating and entertainment to Southampton and Winchester based around the car and car parking. This is a missed opportunity as the new development in the immediate vicinity of Romsey allows for more sustainable transport access to improve the overall vitality and viability of the town centre that would be distinctive in a Hampshire context.

The second bullet point on page 5 which suggests that only older people rely on public transport is nothing short of absurd. The demographics of Hampshire show that younger people are often choosing not to down cars for environmental and economic reasons. Therefore, demand for non-car transport is growing amongst millennials – with new developments for younger people being developed in and around Romsey this demand for sustainable transport – both better access to public transport and walking and cycling will need to catered for. The plan doesn't do this. The third bullet point which excludes buses and rail from being sustainable transport lets the plan down and appears to be an oversight – especially as transport operators are a noted as a key stakeholder in delivery.

The proposals for south of the town centre, if implemented poorly, could create very serious operating and commercial difficulties for the towns bus operators, with no certainty these impacts could be addressed or sufficiently mitigated. By extension, passenger convenience could be seriously reduced on routes affected, dissuading the highest possible use of public transport. It is essential that as a key stakeholder in the town, Bluestar are involved as the masterplan develops. Indeed we have already had positive discussions with Hampshire County Council and Test Valley Borough Council in relation to these proposals already and look forward to continuing this positive dialogue. We are however concerned that proposals are being developed without any data or modelling which would be needed to inform these, even draft, proposals.

The Benefit of Enabling Town Centre Access

According to the DfT's annual bus statistics there were 4.65 billion passenger journeys on buses in England in 2014-15, meaning a fall of 27 million in the number of bus journeys taken in England than the previous year. Since the Transport Act (1985) came into force, local bus passenger journeys made outside of London have decreased by 37 per cent.

Research by *Greener Journeys* show bus users create more than £64 billion worth of goods and services, and that there is a significant relationship between accessibility by bus and employment. A 10% improvement in access to bus services would mean 50,000 more people in work – equally reduced access would mean that communities can become cut-off as well as contribute to an increase in unemployment.

Most bus users use the bus to access shops both to purchase goods and to meet friends. Reducing access to services will inevitably reduce the number of customers visiting the shops and will have a far-reaching effect on the economies of those communities but also the livelihood of the traders. Marginalising the bus will reduce the ability of younger people to access work, for older people to access the town centre and lead to car dependant development.

The Need for a Legible Town Centre

Without proper consideration, the impact of these proposals therefore could to a worsening of air quality due to vehicles being crammed into fewer and fewer streets, a reduction in levels of service to the travelling public due to the time penalty of longer routes around the city centre and increased congestion.

Many older people in rural areas rely entirely on bus services to access healthcare, social activities, community events and shops, as well as visiting friends and family. Increased walking time in accessing these services could severely impact this group. The potential impact of the proposals could mean that many people now face a fairly long walk to their nearest bus stop. Delays, cancellations, long waiting times and cold bus shelters add to the problem and make bus travel for older people even more challenging.

The Town Centre provides services from those, often elderly people from outlying rural areas. The "*Later life in rural England*" report by Age UK is a wide-ranging assessment of the challenges facing older people living in rural areas, with lack of transport identified as a major issue given that 35% of older households do not have access to a car. The report highlights the importance of regular, convenient and reliable bus services to the lives of older people and identifies reductions in service as a serious concern, impacting on all aspects of their lives. It calls on local authorities to recognise the wider value of bus services in preventing social isolation and to base funding decisions on impact assessments and not simply on costs and the number of people using a service. A major part of this is the need to suitable access health and other services within short distances of where buses can access.

In addition we are concerned at the potential increased walking time for people accessing the town centre from the proposed bus stop locations will make the city centre and its offer actually less attractive to visitors in terms of overall journey time.

Paul Walker
Head of Strategic Development
Go South Coast
Paul.walker@gosouthcoast.co.uk
March 2020

the **go south coast** family is
Bluestar | Damory | Excelsior | Hants & Dorset Trim | morebus |Salisbury Reds
| Southern Vectis | Thamesdown |Tourist | UNIBUS | Uni-link

APPENDIX G | 'YOU SAID, WE DID' DOCUMENT - PROPOSED CHANGES TO THE MASTERPLAN



South of Town Centre Masterplan

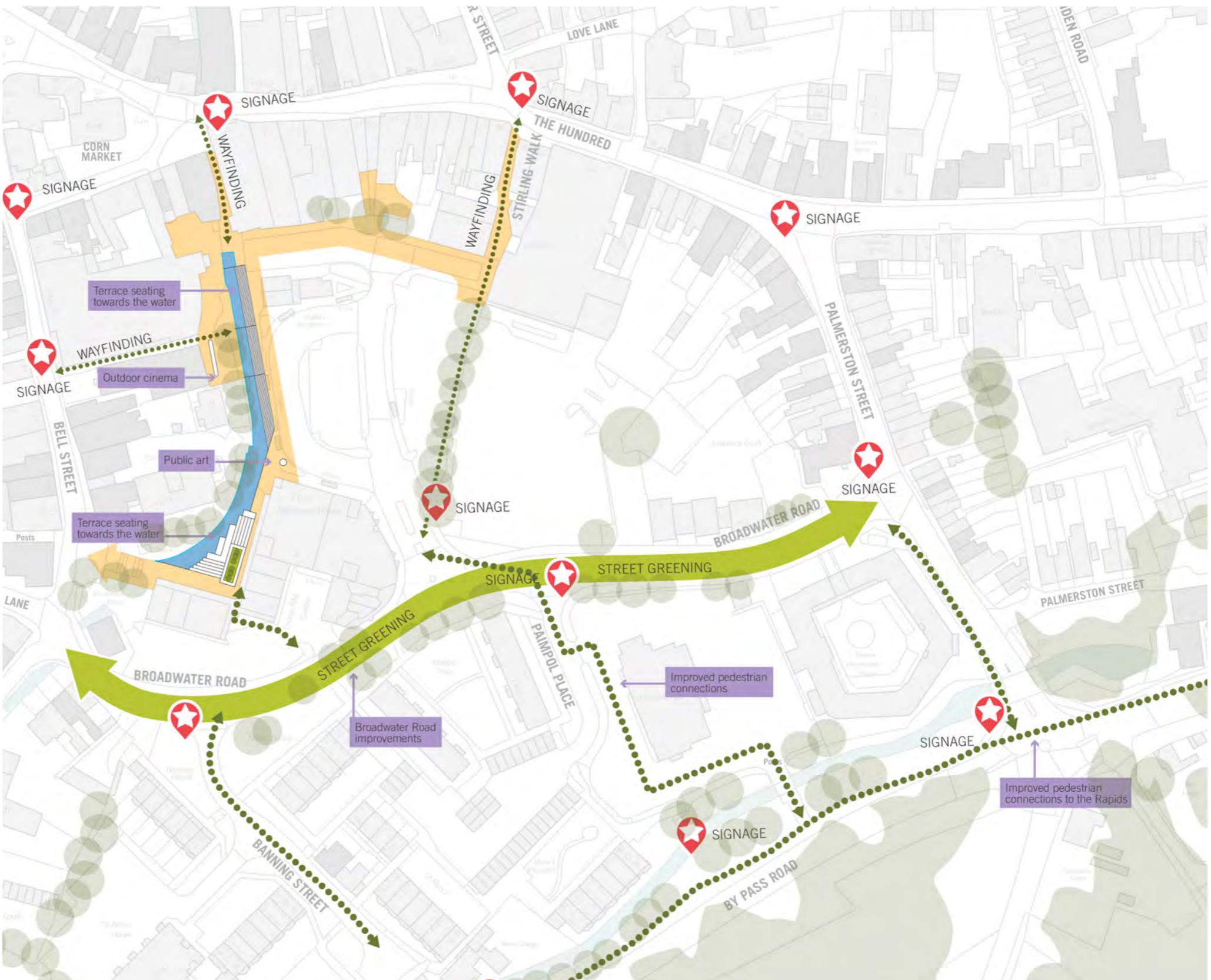
Romsey: South of Town Centre Masterplan

Draft Design Response to Consultation

Private and Confidential

June 2020

Consultation Scheme



Short Term Options

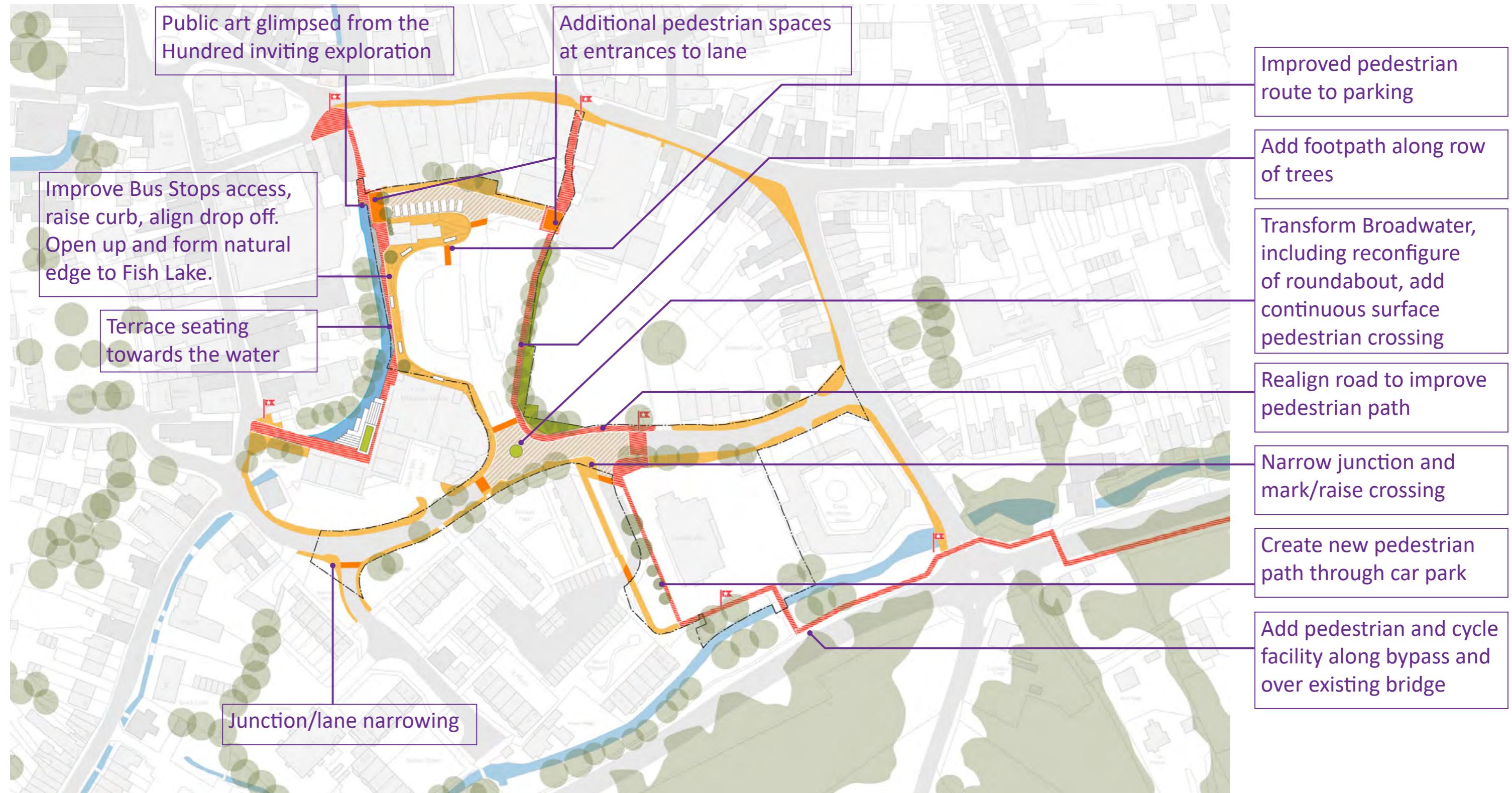
Short Term: Revised Scheme

Responds to:

Call for clear improvements to pedestrian and bike connections
Clear proposed improvements to Broadwater for pedestrians
Improvements in near term to bus station.

Trade-off:

Loss of approx 4 spaces in Crosfield Hall CP
Loss of approx 8 spaces at Bus Station



Consultation Scheme

Street realignment to maintain service access to loading area

Bus Circulation option 1, stops distributed along Broadwater Road



Medium Term Options

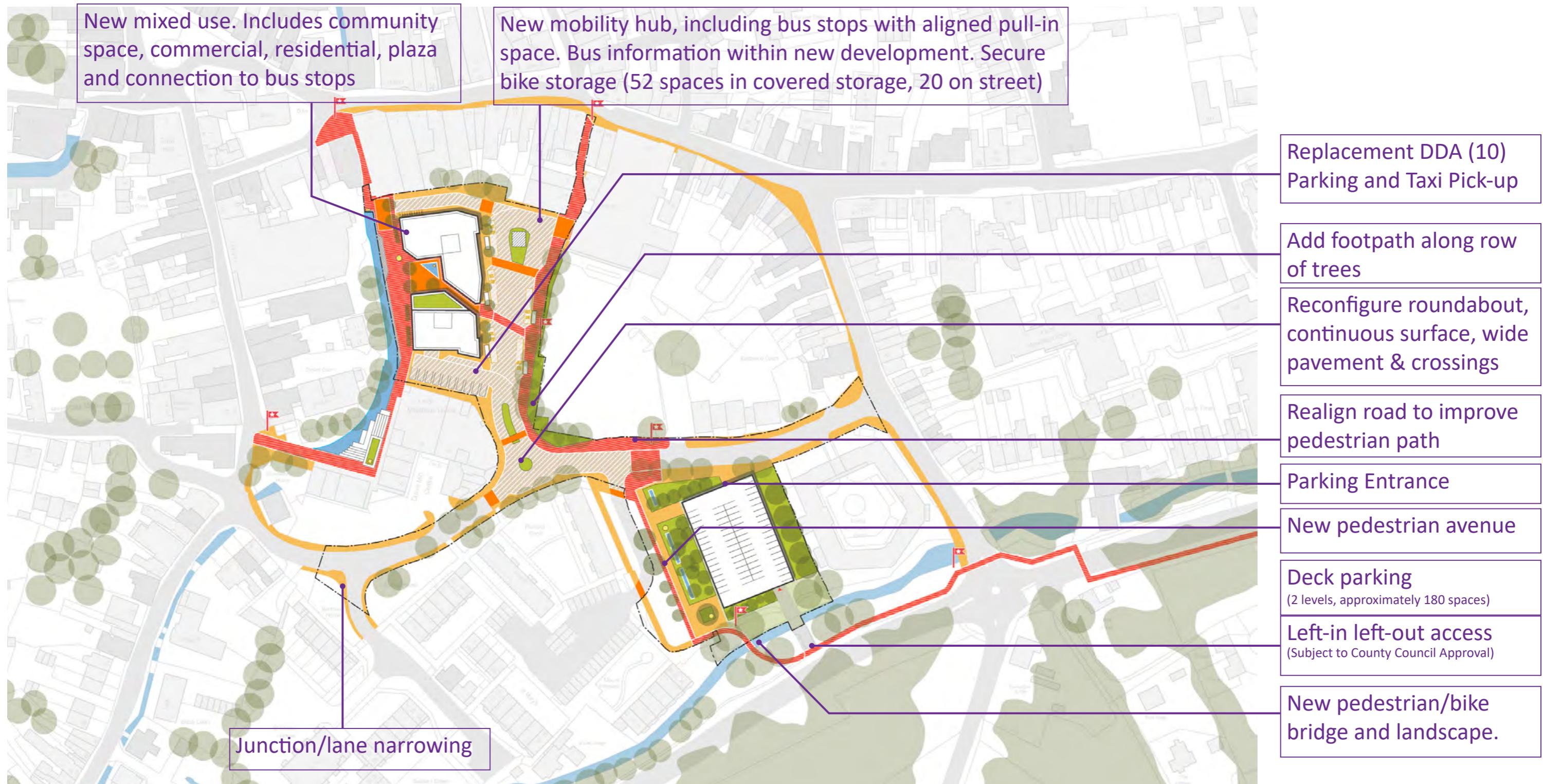
Medium Term: Revised Scheme

Responds to:

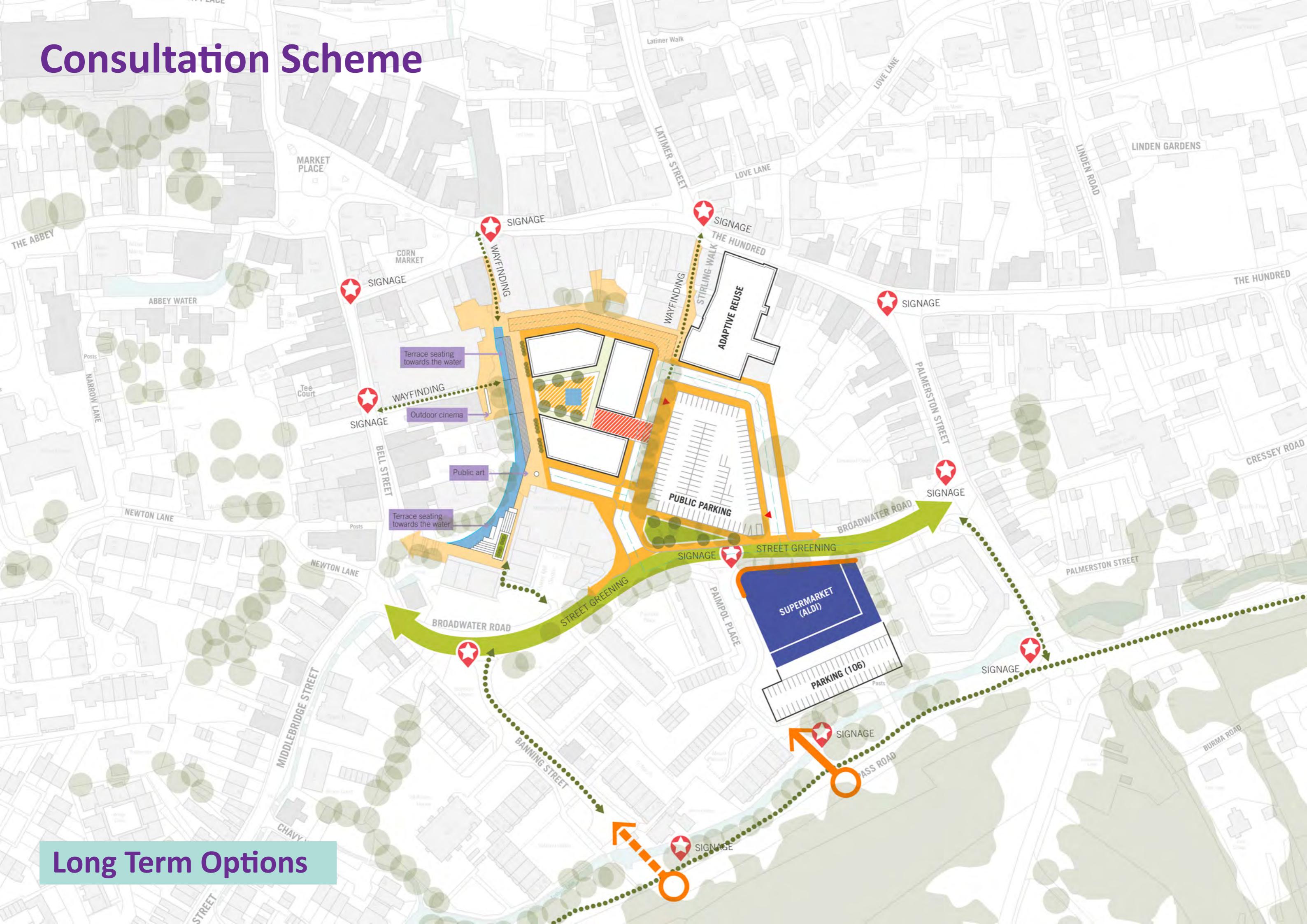
- Call for no loss of service for bus users and maintaining proximity of bus stops to town centre
- Creation of new green space
- Improved cycle and pedestrian links

Trade-off:

- Reduced development footprint and residential development potential.
- Relocation of Crosfield hall



Consultation Scheme

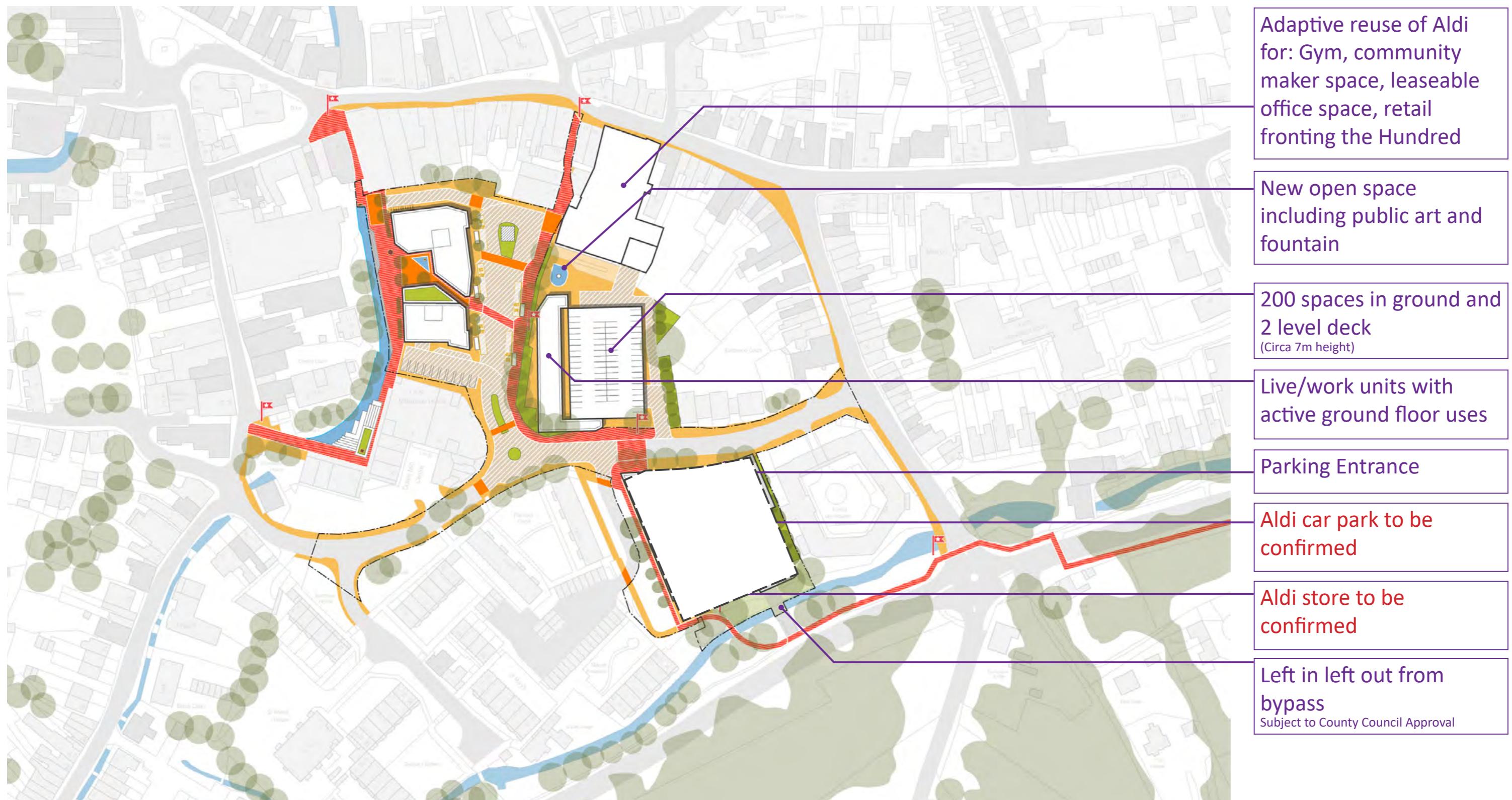


Long Term Options

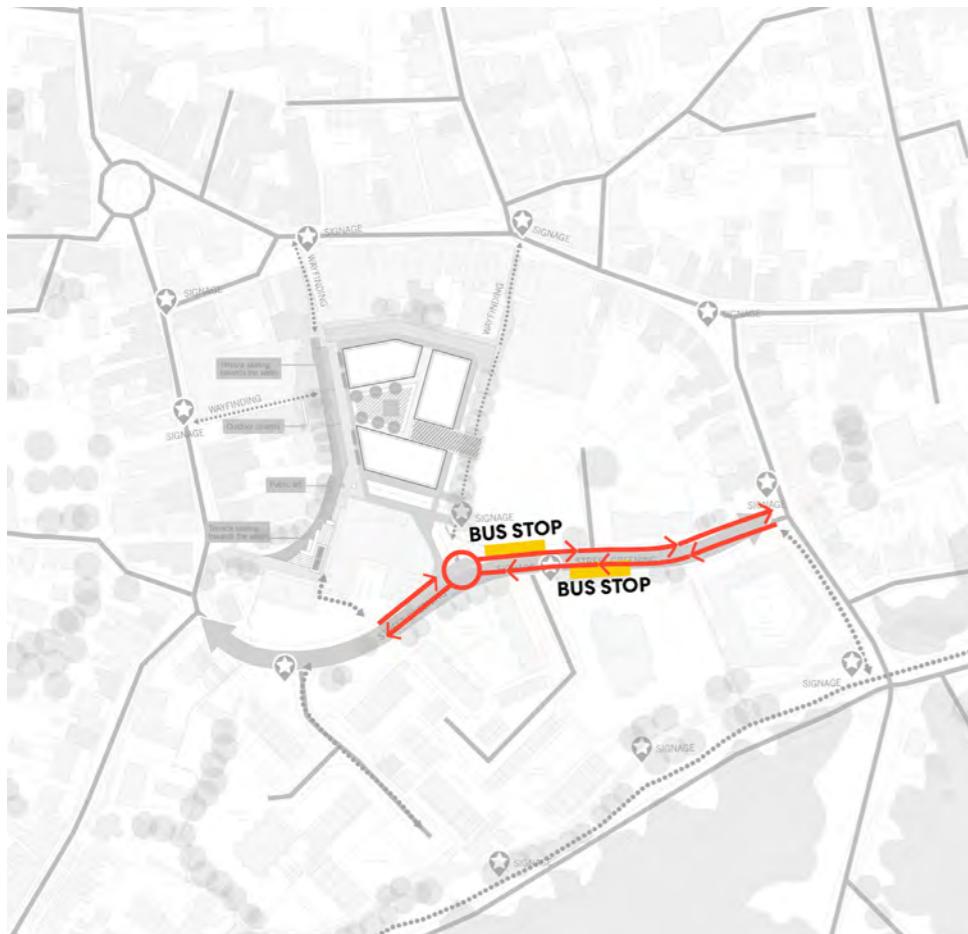
Long Term: Revised Scheme

Responds to:
Desire to provide improved food retail option within Romsey.

Trade-off:
Potential impact on EMH
Subject to Aldi layout functioning operationally for Store.



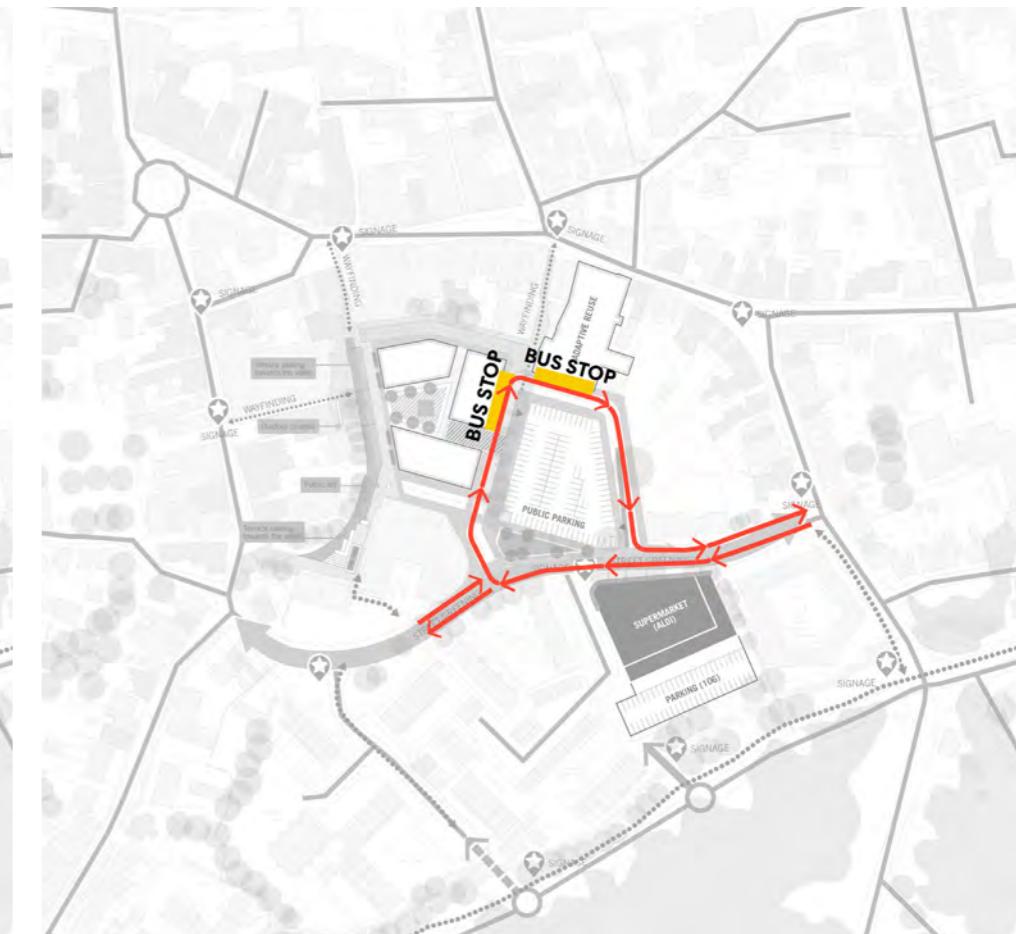
Initial bus circulation options



Option 1
Roundabout



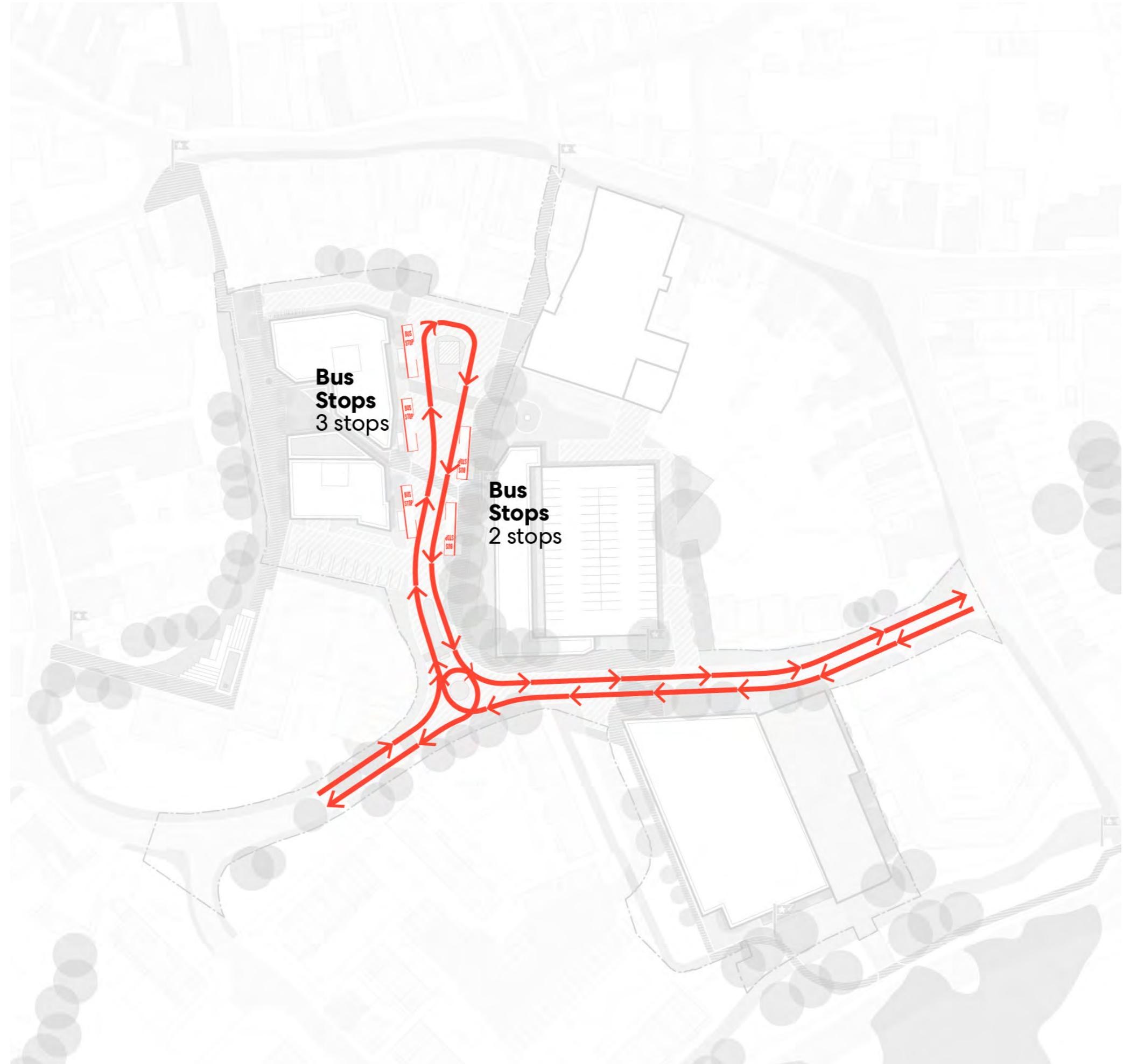
Option 2
New access from
Paimpol Place



Option 3
Bus turnaround north of
Broadwater Road

Mobility Hub Circulation

Option 3a
Bus, shuttle, and coach
turnaround north of
Broadwater Road,
contained within Test
Valley land ownership.

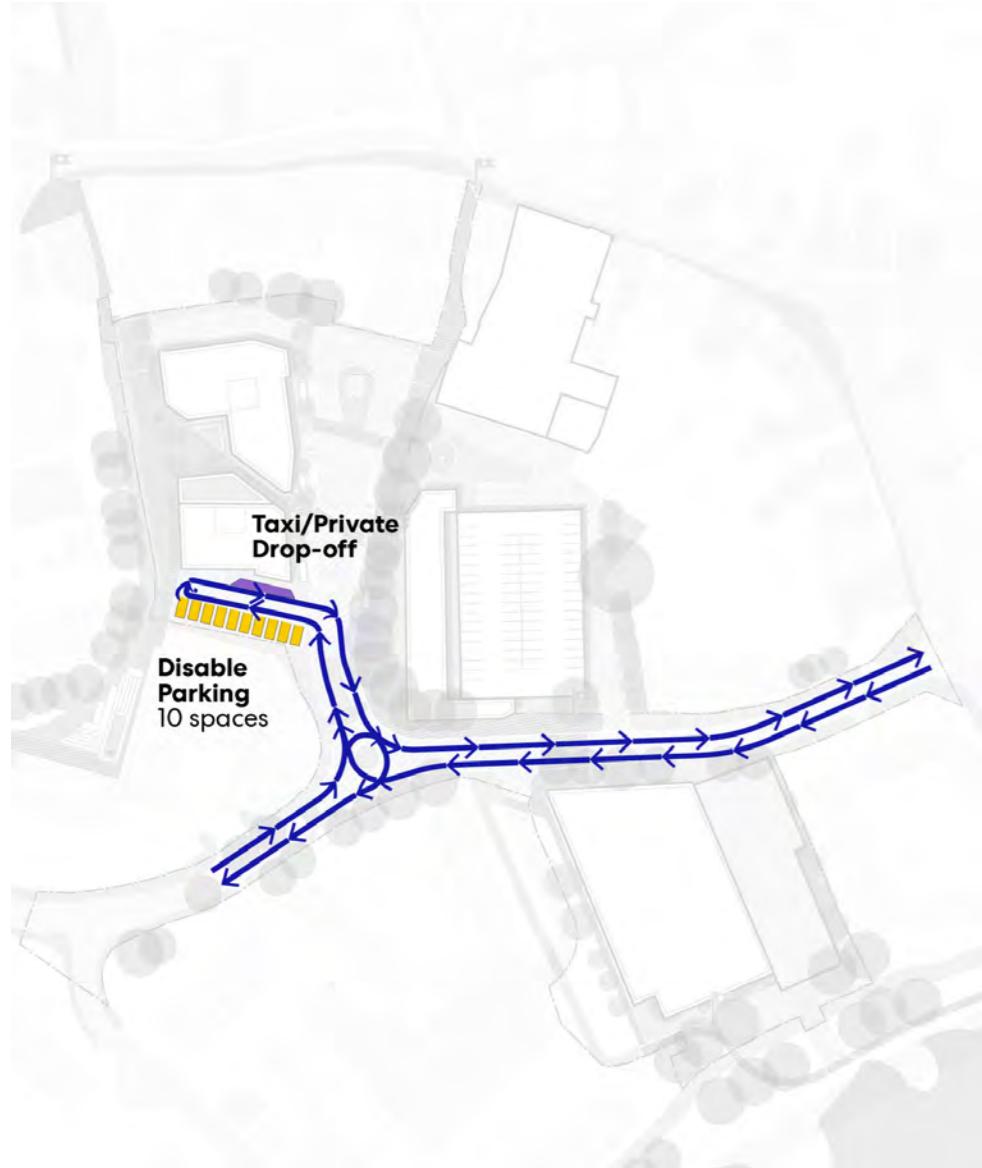




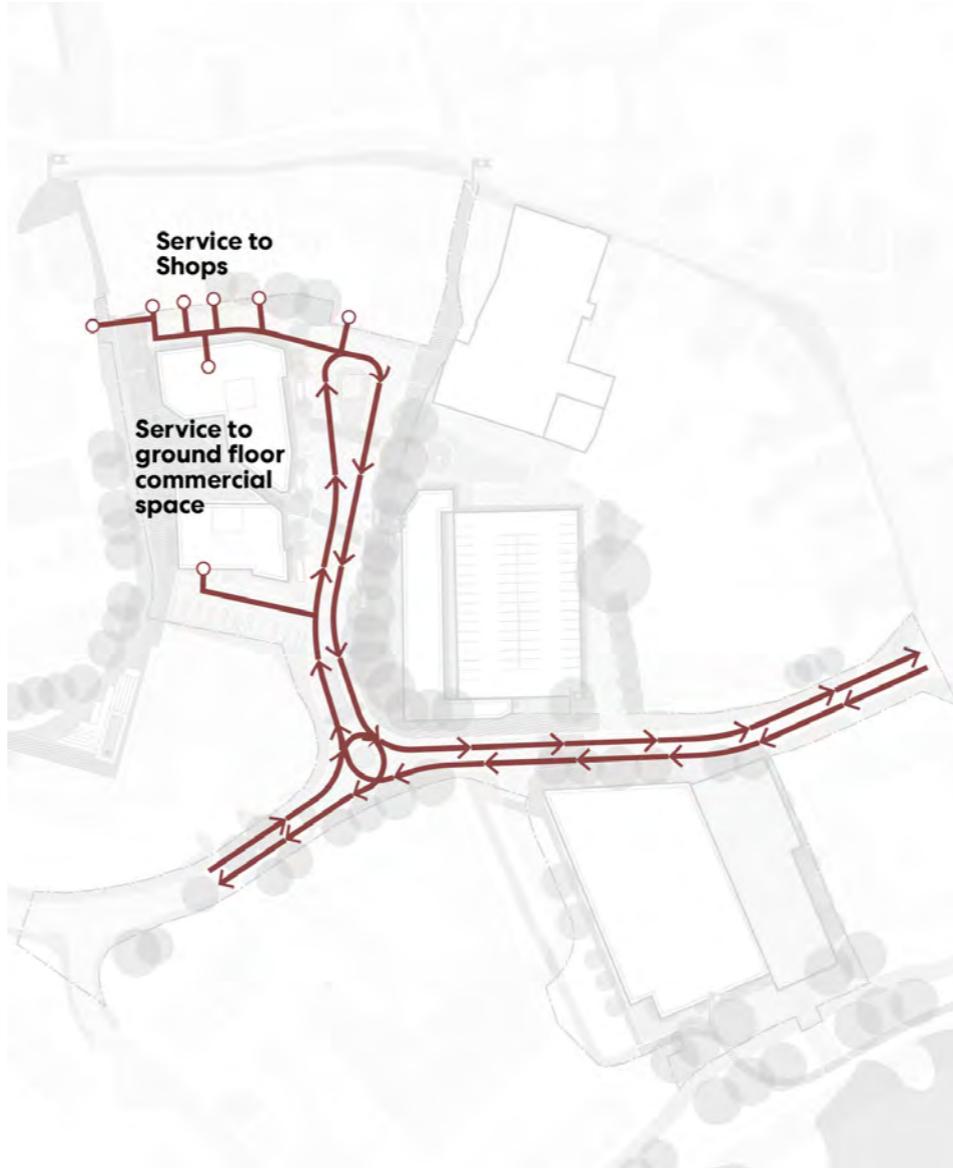
Source: Landezine, 2014

Bus turn-around would complement the public realm
Opportunity for 'trip free', continuous surface.

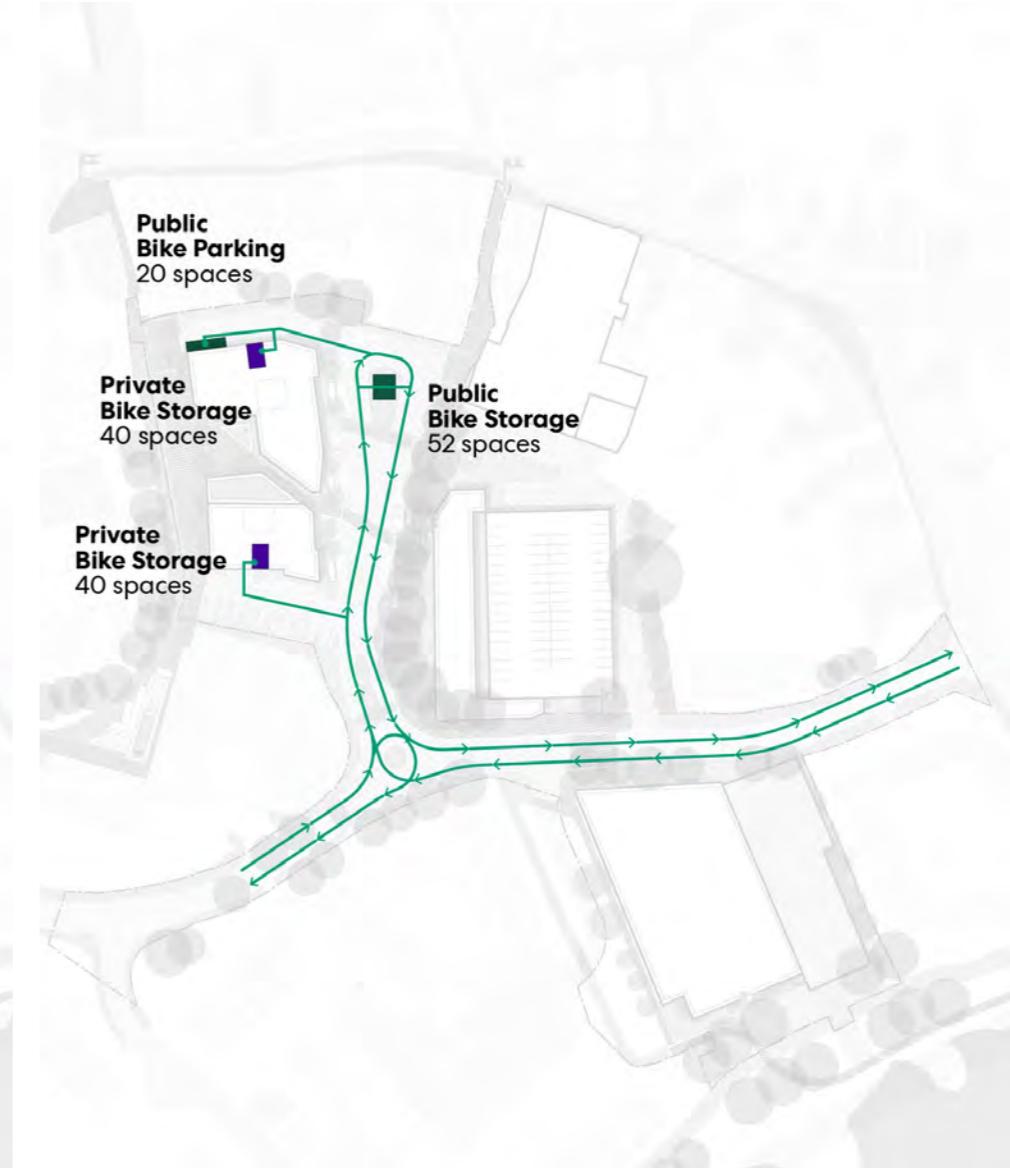
Future Circulation



Disable parking &
Taxi/private drop-off



Servicing



Cycling & bike storage

Romsey Future

South of Town Centre Masterplan

Romsey: South of Town Centre Masterplan