

# TOGETHER WE MAKE EASTLEIGH

## Public Survey Responses



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## Exec Summary

Over a month-long period from the 19th of September to the 20th of October 2024, the 'Together We Make Eastleigh' survey attracted responses from 2,442 individuals, primarily local residents, but also business owners, employees, and visitors. The feedback reflects a diverse community invested in shaping a town centre that meets their evolving needs.

Survey respondents offered clear insights on what they appreciate in Eastleigh, the challenges they face, and their vision for improvements across various facets of the town's social, cultural, and economic life.

### Community Sentiment and Identity

**Community Strength and Amenities:** The survey highlights appreciation for Eastleigh's sense of community, with respondents valuing events such as the Eastleigh Mela, Pride, and the Christmas lights switch-on. Key amenities such as the Swan Centre Leisure Complex, and The Point Theatre also serve as central hubs, drawing families and fostering community interaction.

**Heritage and Character:** There is a noted pride in Eastleigh's historical identity, with respondents referencing its railway heritage and WWII role in Spitfire production. However, there is a consensus that the town centre's unique character has diminished, with many advocating for efforts to retain and celebrate its historical aspects.

### Challenges Facing Eastleigh Town Centre

**Retail Decline and Vacancy:** Respondents expressed strong concerns over the growing number of empty retail units and a perceived lack of diversity in shopping options. High reliance on discount stores, vape shops, and charity shops has led some residents to feel that Eastleigh is losing its identity as a unique shopping destination.

**Safety and Cleanliness:** Issues of antisocial behaviour, crime, and general neglect surfaced frequently in the feedback. Respondents noted that the presence of litter and graffiti, along with insufficient police visibility, detract from the town's appeal and sense of safety, particularly at night.

**Competition with Neighbouring Towns:** Many respondents stated they often prefer nearby centres like Southampton and Winchester for shopping and leisure due to their broader retail offerings, attractive atmospheres, and perceived safety. Eastleigh's current retail mix and ambiance were seen as less competitive.

### Vision for the Future of Eastleigh Town Centre

**Diverse and Vibrant Retail Offerings:** There is a strong desire for a broader variety of shops, including independent retailers and national chains, to reinvigorate the town centre and reduce vacant rents and business rates to attract a wider range of businesses, including pop-up shops.

**Enhanced Green Spaces and Pedestrian-Friendly Areas:** Many respondents advocated for increased greenery throughout the town centre through more street trees, planters, and pedestrianised areas. The idea of turning High Street and Market Street into pedestrian-only areas, earned significant support.

**Family and Youth-Friendly Facilities:** The survey highlights a gap in amenities for families, teenagers, and young adults, with calls for more free or low-cost activities, youth centres, and family-oriented attractions. Specific suggestions include more playground equipment, creative play areas, and improved leisure and social facilities.

**Expanding Cultural Events and Venues:** Respondents proposed adding more venues for live performances, local artist showcases, and community focused arts. The desire for a renewed focus on Eastleigh's cultural and historical assets, such as re-establishing a local museum, is also a recurring theme.

**Nighttime economy:** There is significant demand for a wider range of restaurants, cafés, and nightlife options to enhance Eastleigh's social scene, particularly in the evenings. Pop-up food events, outdoor dining spaces, and live music venues were among the most popular suggestions.

### Transport and Movement Improvements:

- **Parking and Public Transport:** Parking emerged as a critical issue, with many requesting free or discounted parking to attract more visitors. Improved public transportation and safer cycling and walking routes were also desired to encourage non-car travel into the town.

- **Accessible, Walkable Spaces:** Many respondents favour a pedestrian-friendly layout for the town centre, with improved pathways, seating, and pedestrian-only areas. Improved lighting and reduced clutter are also seen as essential to make Eastleigh's centre feel welcoming and safe, particularly at night.

Overall, the Together We Make Eastleigh survey highlights a community eager for meaningful change that promotes a lively, safe, and inclusive town centre with diverse retail, cultural, and recreational options.

**WE NEED YOUR HELP!**

Shape the future of Eastleigh

Whether you live, work, study, shop, or socialise here – your opinion matters! What do you love about Eastleigh? What could make it even better?

Take our survey and help create a town centre that works for everyone.

TogetherWeMakeEastleigh.co.uk

Simply scan the QR code or visit:

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Survey Promotional Poster

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# Introduction

The "Together We Make Eastleigh" survey gathered 2,442 responses to identify perceptions and priorities for Eastleigh's town centre.

The survey was open for four weeks from the 19th of September to the 20th of October 2024. The following pages provide a detailed report on the responses.

**WE**  

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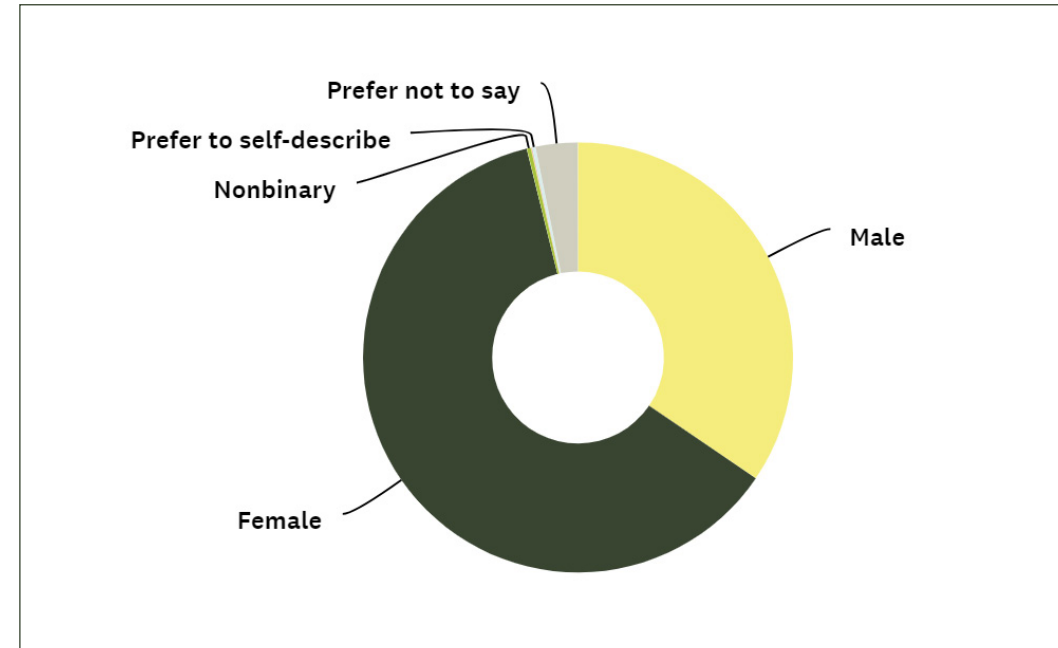
Survey Promotional Poster

# Demographics

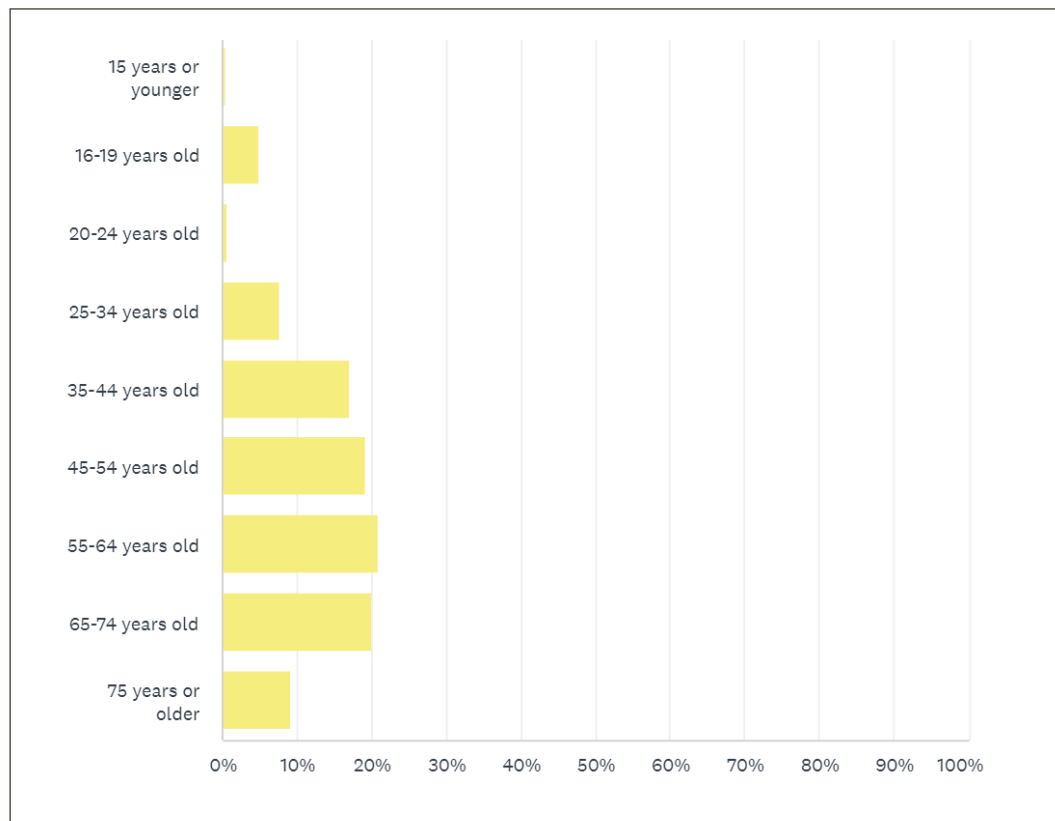
The survey received the greatest response from those aged between 45-74 years old. Under 25s make up 6% of responses.

62% of respondents are Female and 35% male.

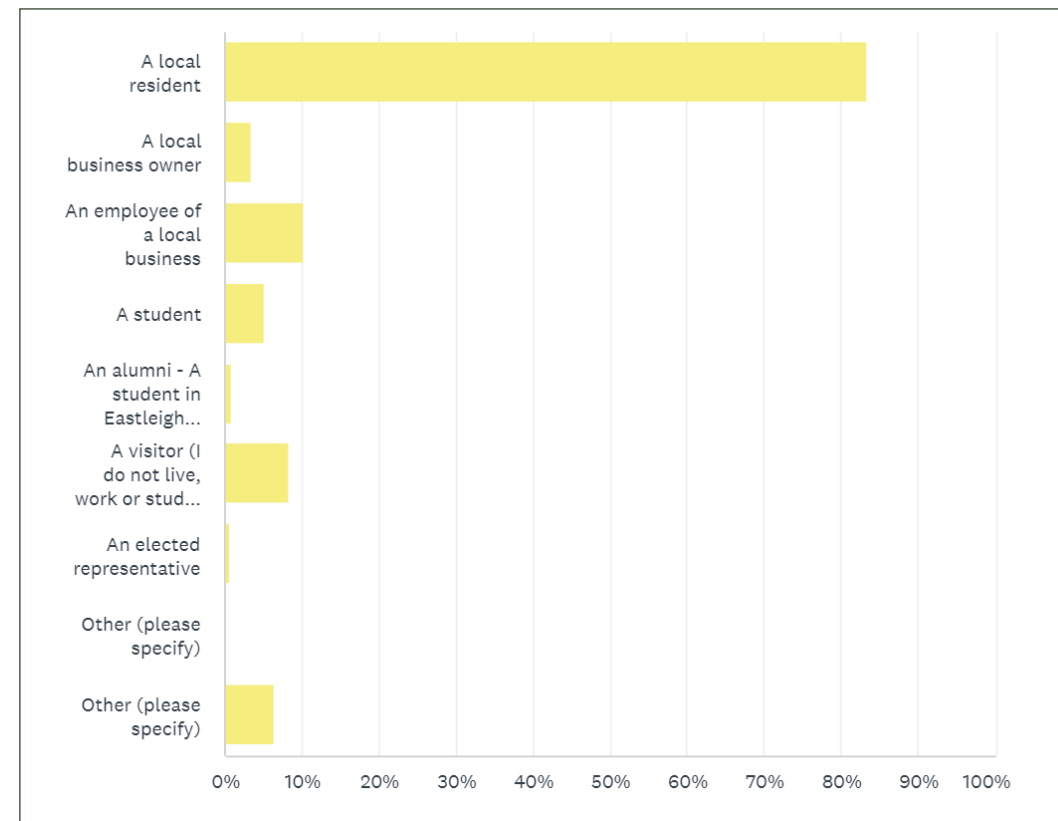
83% respondents said they are local residents. 14% of responses are from owners or employee's of local businesses, and 8% are visitors.



Gender (1701 responses)



Age of respondents (2417 responses)

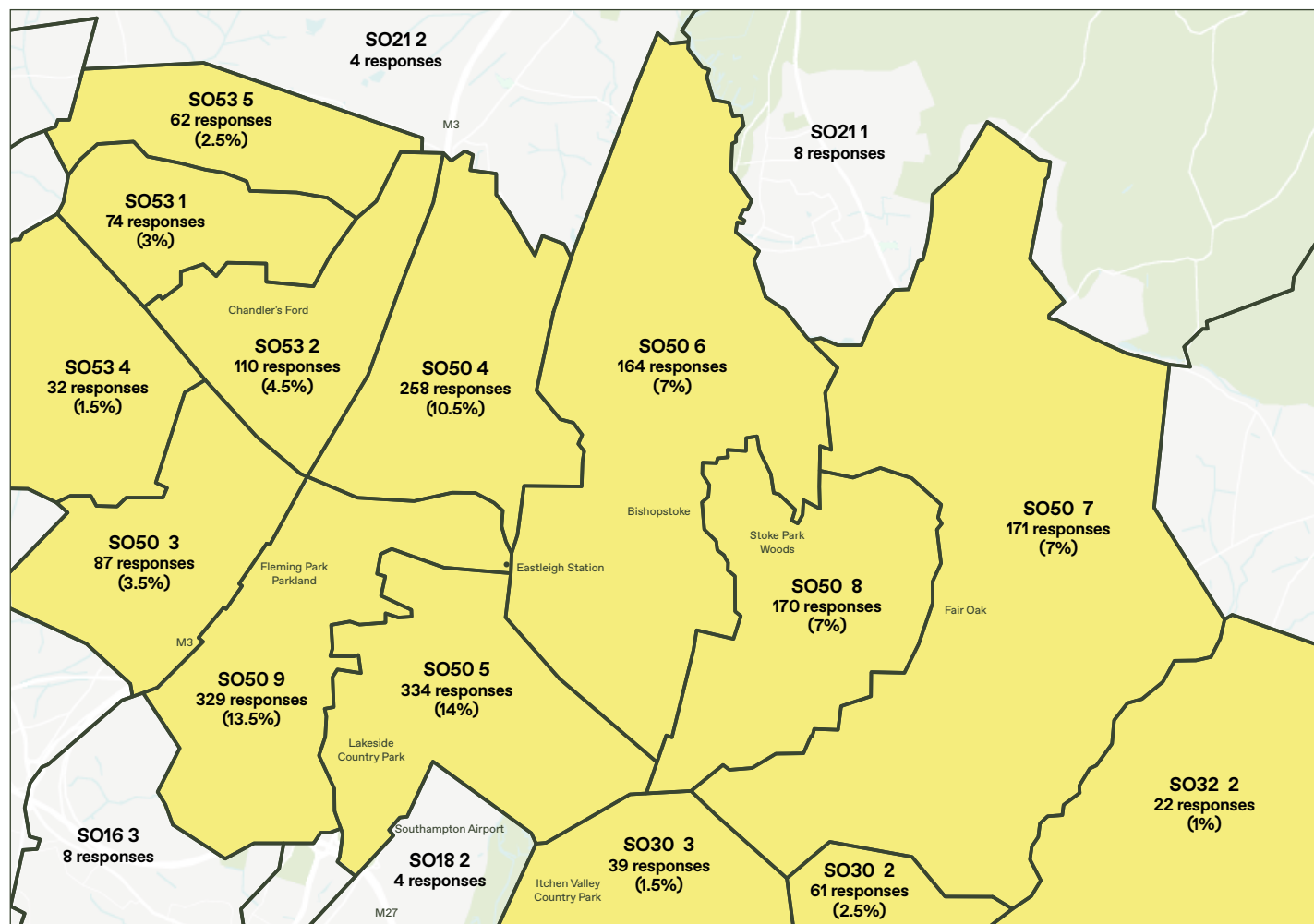


Relationship with Eastleigh (2426 responses)

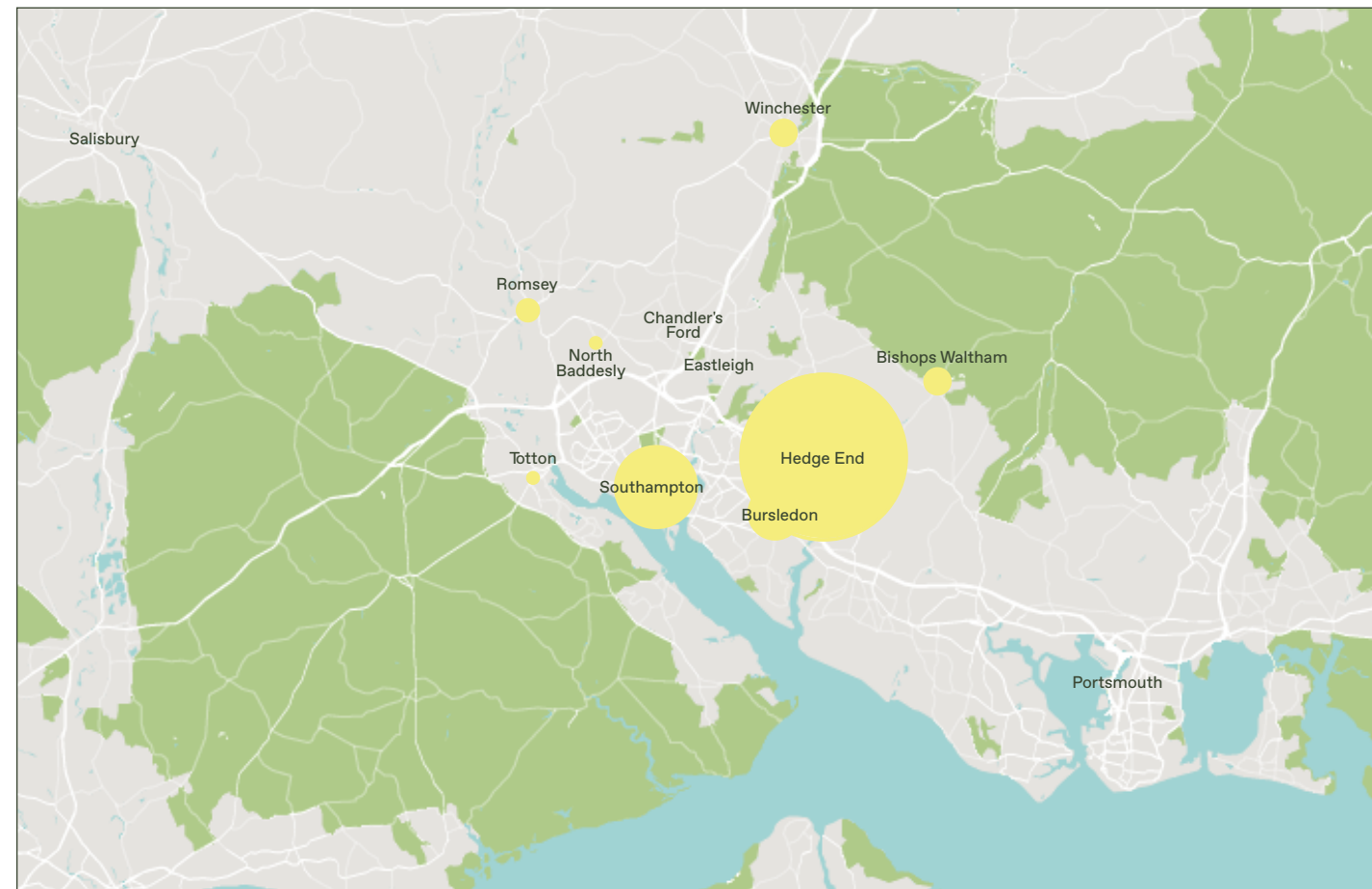
# Residential Location

83% of survey respondents identify as a local resident.

The majority of visitors live within a 10 mile radius of Eastleigh. The survey received very few responses from visitors outside the Southampton Postcode area.



Local Respondents  
(Percentages rounded to nearest 0.5%)



Visitors

Town/City	Count
Eastleigh	1430
Chadler's Ford	360
Hedge End	160
Southampton	78
Bursledon	50
Bishops Waltham	31
Winchester	24
Romsey	17





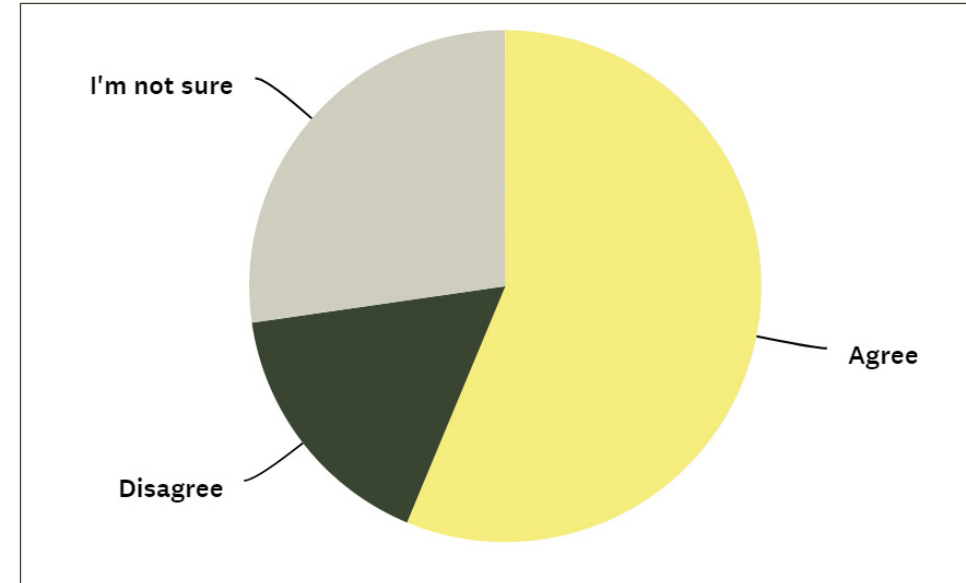
### Eastleigh as a place to live

56% of respondents agree that Eastleigh is good place to live, 16% disagree, and 27% are unsure.

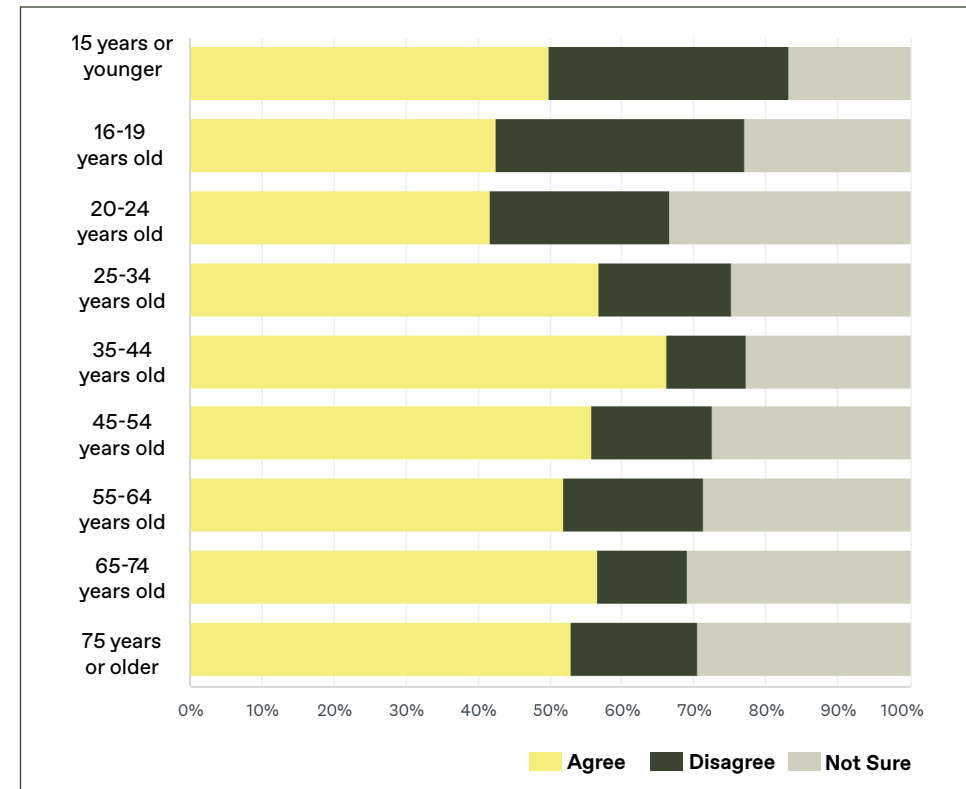
The community atmosphere, convenience in relation to mix of shops, services and essential amenities, good accessibility and transport connections, as well as the parks and green spaces are what respondents like most about living in Eastleigh.

A wider variety of shops, cafés and restaurants, more cultural and recreational activities, along with improved and cleanliness and safety are the most common responses when respondents were asked what they think would make Eastleigh a better place to live.

Many respondents would like to see more independent shops, reflecting a preference for locally-owned or unique businesses over larger chains. There is a strong desire for more dining options, particularly restaurants, with this category being frequently mentioned. Cafés are another popular request, indicating a demand for more casual dining and social spaces.



Eastleigh is a good place to live? (1896 responses)



Eastleigh is a good place to live? (Age Comparisons)



## Eastleigh as a place for families

45% of respondents agree that Eastleigh town centre is good place for families, 18% disagree, and 36% are unsure.

When asked what are the best things about Eastleigh town centre for families common responses include:

**Parks and Green Spaces:** The local parks such as Leigh Road Recreation Ground, are frequently mentioned as positive aspects, with playgrounds and green areas being seen as valuable spaces for families to gather and for children to play.

**Leisure Facilities:** Respondents frequently mention facilities such as the Vue Cinema, bowling alley, and soft play centre, which are seen as great amenities for families.

**Events and Festivals:** Events such as the Christmas lights switch-on, summer beach, Eastleigh Unwrapped, and other free family activities are widely appreciated. Respondents feel these events help foster a sense of community and provide entertainment for local families, particularly for those with young children.

**Library and The Point Theatre:** These cultural venues are praised for offering activities and programmes specifically aimed at children, and are seen as important community hubs for family engagement.

**Safety and Accessibility:** Some respondents feel that Eastleigh is relatively safe for families during the day, with pedestrian-friendly areas and good transport links making the town accessible for families with young children.

When asked what respondents feel are the best things Common themes/responses shared when asked what would make the town centre better for families include:

**More Activities for older children:** Many respondents express a desire for more activities aimed at older children and teenagers.

**Improved Parks and Play Areas:** Although parks are generally appreciated, some respondents mention that the playground equipment is outdated or in need of repair. Suggestions include adding more facilities for older children, better maintenance, and more creative play features.

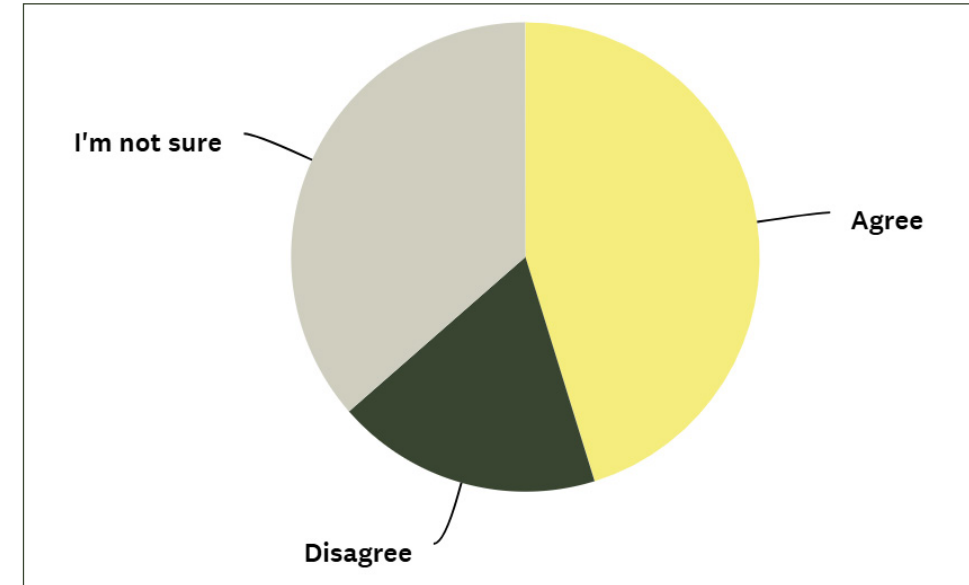
**Increased Safety and Security:** A recurring theme is concern over antisocial behaviour. Many respondents feel that more visible police presence and better safety measures (such as CCTV) are needed to make the town feel safer for families.

**Better Retail Variety:** Respondents would like to see a greater variety of shops, particularly independent stores and family-oriented businesses such as toy shops or bookstores. The existence of numerous vape shops and fast-food outlets is seen as less family-friendly.

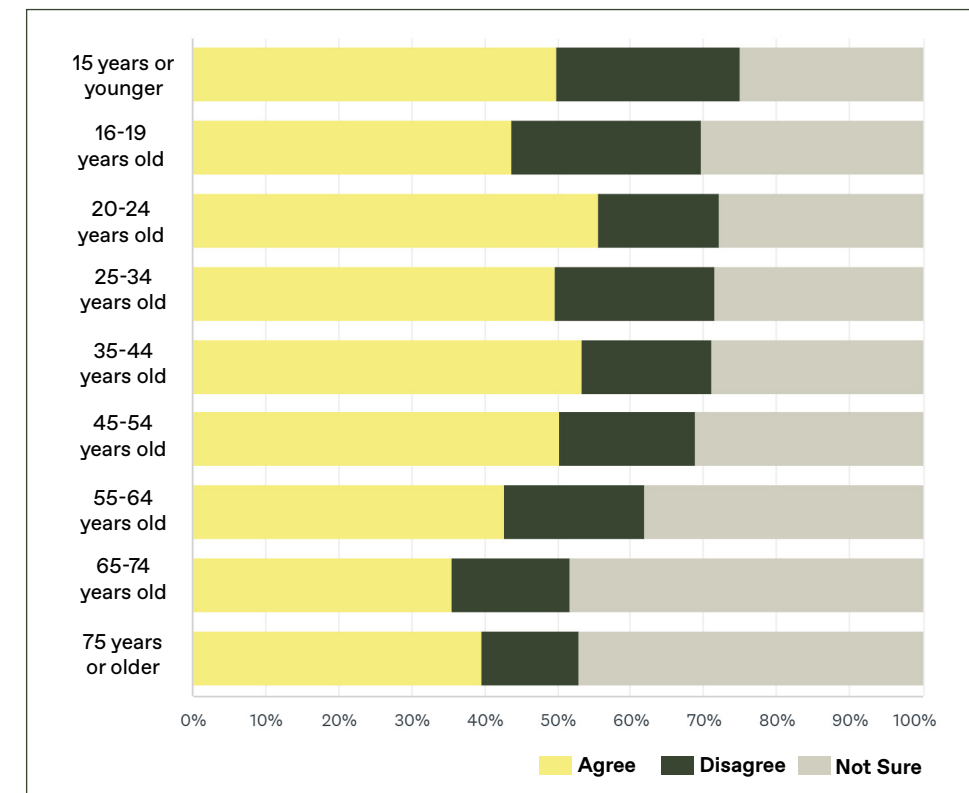
**Cheaper or Free Parking:** High parking costs are frequently mentioned as a deterrent for families visiting the town centre. Free or more affordable parking options are suggested as a way to encourage more family visits.

**More Free or Low-Cost Activities:** Respondents would appreciate more free family activities, especially during school holidays, to make the town more accessible to families on lower incomes.

**A Cleaner, More Attractive Environment:** There are comments about litter, cleanliness, and the overall appearance of the town centre. Making the town cleaner and more visually appealing through more planting, greenery and pedestrianised areas would enhance its attractiveness for families.



Eastleigh town centre is a good place for families? (1988 responses)



Eastleigh town centre is a good place for families? (Age Comparisons)

## Eastleigh as a place for young people

18% of respondents agree that Eastleigh town centre is good place for young people, 36% disagree, and 46% are unsure.

When asked what are the best things about Eastleigh town centre for young people common responses include:

**Entertainment Venues:** The Vue cinema and Hollywood Bowl are frequently mentioned as the most attractive features for young people in Eastleigh, offering popular entertainment options.

**Leisure Facilities:** Respondents feel that Places Leisure Centre provide good spaces for recreational activities.

**Restaurants:** Fast food outlets are frequently mentioned as popular spots for young people to hang out.

**Safety:** A few respondents feel that Eastleigh is relatively safe compared to nearby Southampton.

**Events and Festivals:** Public events such as those held at Leigh Road Rec., including the Christmas lights opening, are valued by respondents as they attract families and young people alike.

**Youth Clubs and The Point:** The Point and Energy Youth Centre are praised for offering activities for young people, however respondents also note that more could be done to maximise their impact.

When asked what could be improved to make Eastleigh town centre for young people common responses include:

**More Cultural and Social Opportunities:** Respondents believe that providing more cultural events like music festivals, live performances, or workshops with a youth focus could greatly enhance Eastleigh's appeal for young people. Additionally, introducing a nightclub or live music venue is a popular suggestion.

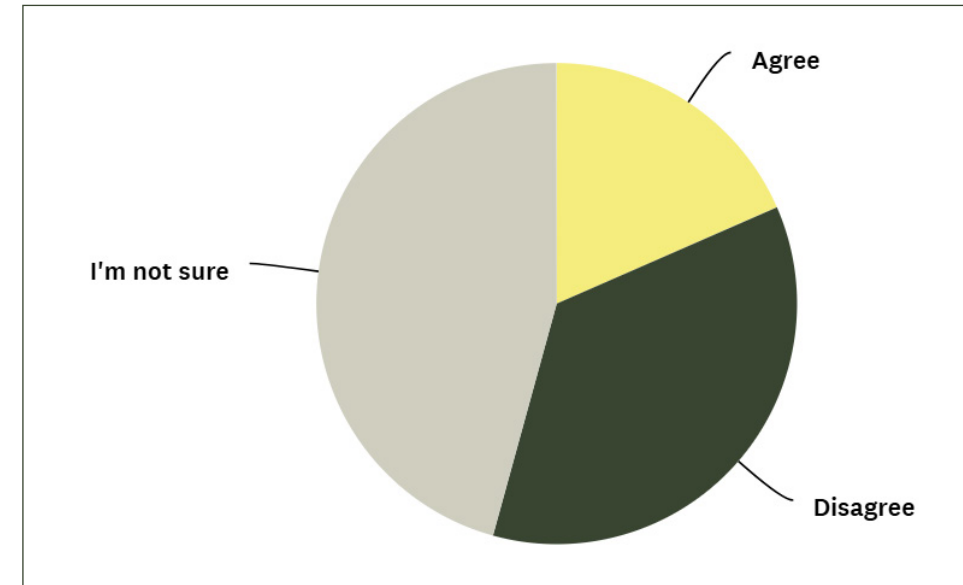
**Youth Volunteering and Job Opportunities:** Some respondents mention that providing more job opportunities, apprenticeships, and volunteering initiatives could give young people a sense of purpose and connection to the community and the town.

**Better Facilities for Older Teenagers:** Respondents feel there is a gap in provisions for older teenagers, noting that facilities such as youth clubs should be open more frequently, especially during school holidays and evenings.

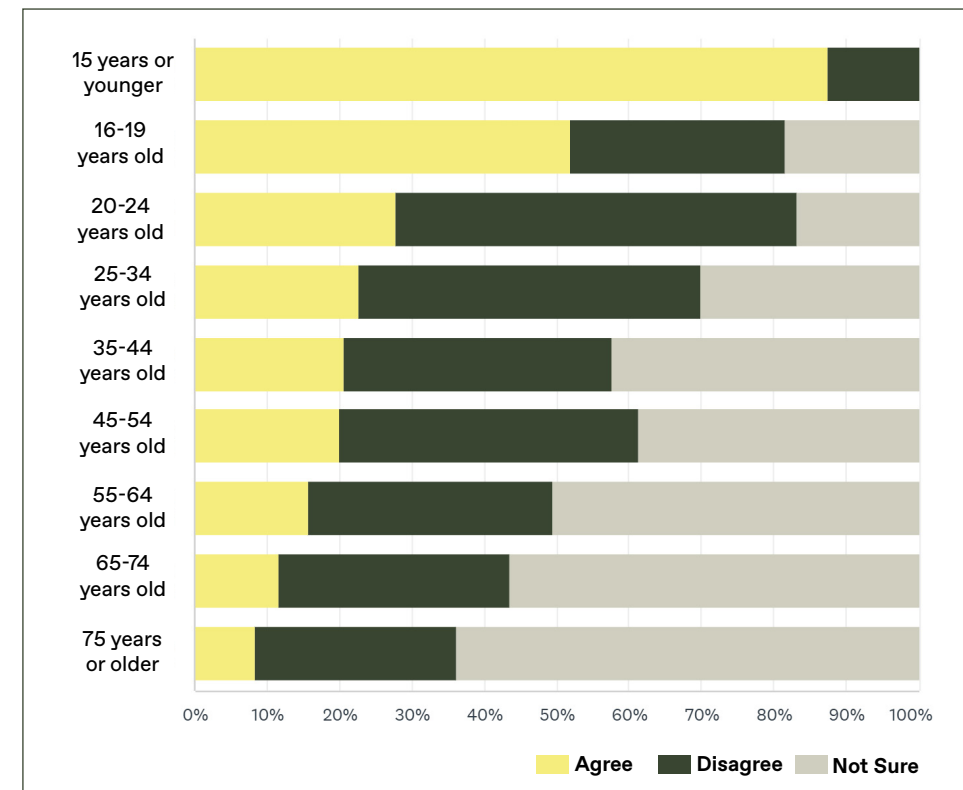
**More Youth-Centred Facilities:** Respondents state a need for more youth-focused facilities in the town centre such as youth centres, low-cost leisure activities, skate parks, basketball courts, or spaces designed specifically for teenagers to socialise and engage in activities.

**Inclusivity and Engagement:** Involving young people in planning activities or programmes for them, giving them a sense of belonging and participation within the community.

**More Social Spaces:** Suggestions include cafés or venues specifically aimed at teenagers that are affordable and accessible, and spaces where young people can meet without spending money.



Eastleigh town centre is a good place for young people? (2244 responses)



Eastleigh town centre is a good place for young people? (Age Comparisons)

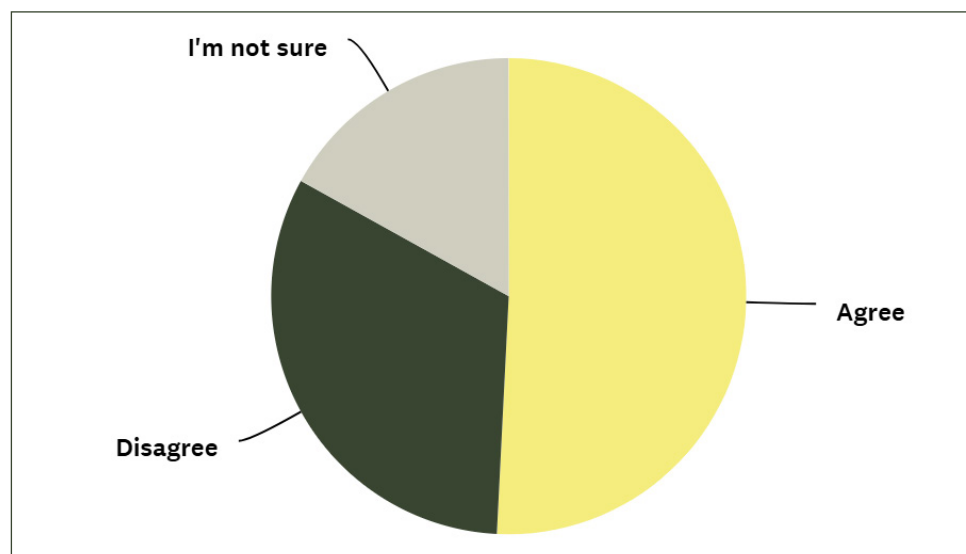
## Eastleigh as a place for young people (U25s responses)

51% of respondents under the age of 25 agree that Eastleigh town centre is good place for young people, 32% disagree, and 17% are unsure.

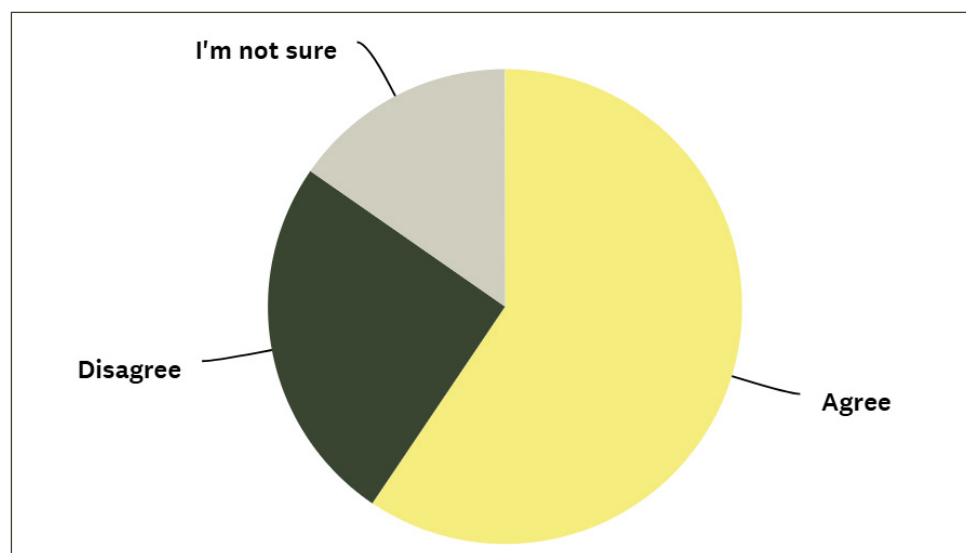
The sentiment around Eastleigh town centre for young people is mixed. While the existing leisure and social facilities like cinemas and fast food outlets are appreciated, there is a general feeling that Eastleigh lacks diversity in entertainment options, especially compared to nearby cities like Southampton and Winchester. Concerns around safety, anti-social behaviour, and the high cost of existing activities are

also prevalent, suggesting that more effort needs to be made to create a safe, engaging, and affordable environment for young people in Eastleigh.

The general sentiment regarding Eastleigh as a place to study is positive, especially around the quality of educational institutions like Barton Peveril and Eastleigh College. However, there is a desire for more public study spaces and quieter environments to make the town more conducive to studying.



Eastleigh town centre is a good place for young people?



Eastleigh is a good place to study?

### Best Things About Eastleigh Town Centre for Young People:

**Social and Leisure Activities:** Many respondents highlighted places such as Vue cinema, Hollywood Bowl, and Swan Centre as attractive for young people. These venues provide spaces to socialise and offer entertainment options.

**Food Outlets:** Fast food chains were appreciated for giving young people affordable places to eat and meet with friends.

**Public Transport:** The town's good bus and train connections were praised as useful for students and those who need to travel to Southampton or Winchester for alternative activities.

**Parks and Green Spaces:** Some respondents appreciate Eastleigh's parks and green spaces in the town, although others pointed out that these could be improved.

**Affordable and Accessible Amenities:** A few responses also mentioned affordable places for clothing such as the charity shops, as well as access to leisure facilities like The Point Theatre.

### What Would Make Eastleigh Town Centre Better for Young People:

**More Activities and Spaces for Young People:** Respondents emphasised the need for more free or low-cost activities, particularly for teenagers. Suggestions included introducing more youth centres, and green spaces with better recreational facilities like skate parks or basketball courts.

**Increased Retail and Leisure Diversity:** Many young people feel there is a lack of diverse shops and entertainment options, noting that Westquay in Southampton is more appealing.

**Improved Security and Safety:** Concerns about anti-social behaviour and safety were frequently mentioned. Respondents suggested more security or police presence to make the town feel safer.

**Affordable Prices for Young People:** Some respondents indicated that restaurants and leisure activities are too expensive for students and suggested student discounts or more budget-friendly entertainment options.

**Youth-Friendly Hangout Spaces:** There were calls for more spaces where young people could socialise without having to spend money, such as third spaces or dedicated youth hubs with recreational or creative activities.

### Best Things About Eastleigh as a Place to Study:

**Colleges:** Respondents generally praised Barton Peveril College and Eastleigh College for providing a good educational experience, particularly noting the excellent facilities at Barton Peveril. The colleges are described as offering a variety of courses, with some students highlighting modern, clean, and well-equipped learning environments. Supportive college staff and the range of opportunities available at the colleges were frequently appreciated.

**Library:** While the Eastleigh library was mentioned positively, several respondents felt it was a good resource for studying, especially for its access to books and quiet spaces.

**Transport and Accessibility:** Eastleigh's transport links, including train and bus connections, were appreciated for making it easy for students to commute. The town's proximity to various schools and colleges was highlighted as a benefit, with students appreciating the walkable distances between educational institutions and the town centre.

**Cafés and Study Spots:** Coffee shops like Coffee #1 and Costa were noted as convenient places to study outside of college, providing an alternative to the library.

### What Would Make Eastleigh a Better Place to Study:

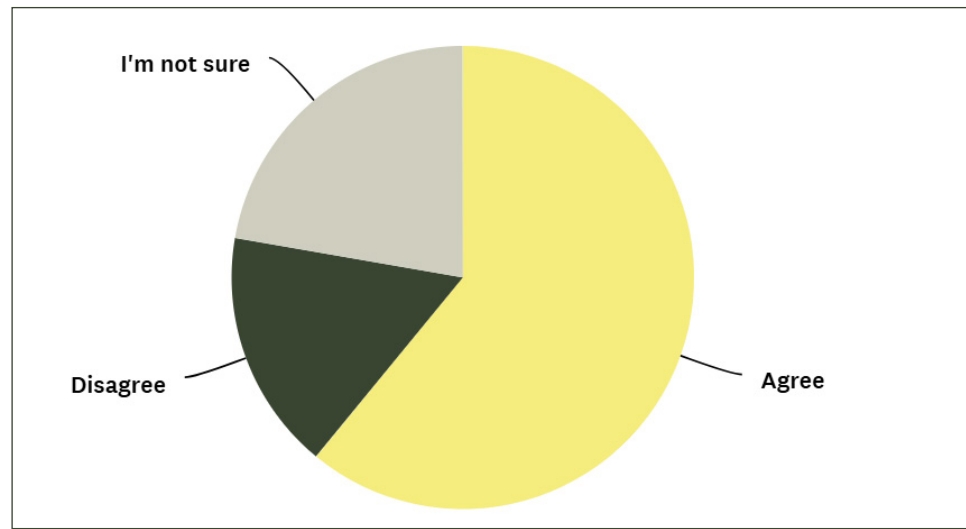
**More Study Spaces:** Many respondents pointed out that there aren't enough quiet places in Eastleigh to study outside of college. Several requested more study-friendly cafés, and outdoor seating areas with quieter environments. Some respondents specifically called for an expansion of the current library and improvements to its study spaces, with a few suggesting it should be more inviting and have extended opening hours.

**Improved Library:** Some respondents mentioned the need for better digital resources and more computers in the library.

**Traffic and Safety Concerns:** A few responses mentioned concerns about unsafe routes to college, particularly in relation to bike lanes or overcrowded paths.

**General Improvements to Town Facilities:** Some students suggested more targeted support for student life, such as student discounts in coffee shops and better indoor or outdoor public seating areas. A couple of respondents also mentioned the need for more study-related facilities and resources to make Eastleigh a more appealing place to study.

## Eastleigh as a place to work



Eastleigh town centre is a good place to work?  
(Responses from owners & employees of local businesses)

61% of respondents that work in Eastleigh agree that Eastleigh town centre is good place to work, 17% disagree, and 22% are unsure.

When asked what makes Eastleigh a good place to work common responses include:

**Convenient Transport Links:** Many responses appreciate the accessibility of Eastleigh via public transport (rail, bus, and proximity to major roads).

**Availability of Shops and Eateries:** Respondents value the variety of food options and shopping venues for lunch breaks and errands.

**Compact Layout:** The town's compact design makes it easy to access amenities within a short distance, providing a pleasant environment for workers who appreciate a mix of convenience and walkability.

**Green Spaces:** The availability of parks and green areas is mentioned as a significant perk, offering workers a place to relax during breaks.

When asked what improvements would make Eastleigh a better place to work common responses include:

**Parking Challenges:** Expensive and limited parking is a common complaint. Many suggest implementing free

or more affordable parking options for workers, as well as enhancing security in parking facilities.

**Traffic and Congestion:** Heavy traffic, especially during peak hours, creates frustration for commuters. Some suggest better traffic management, reduced HGV presence, and improved cycling infrastructure.

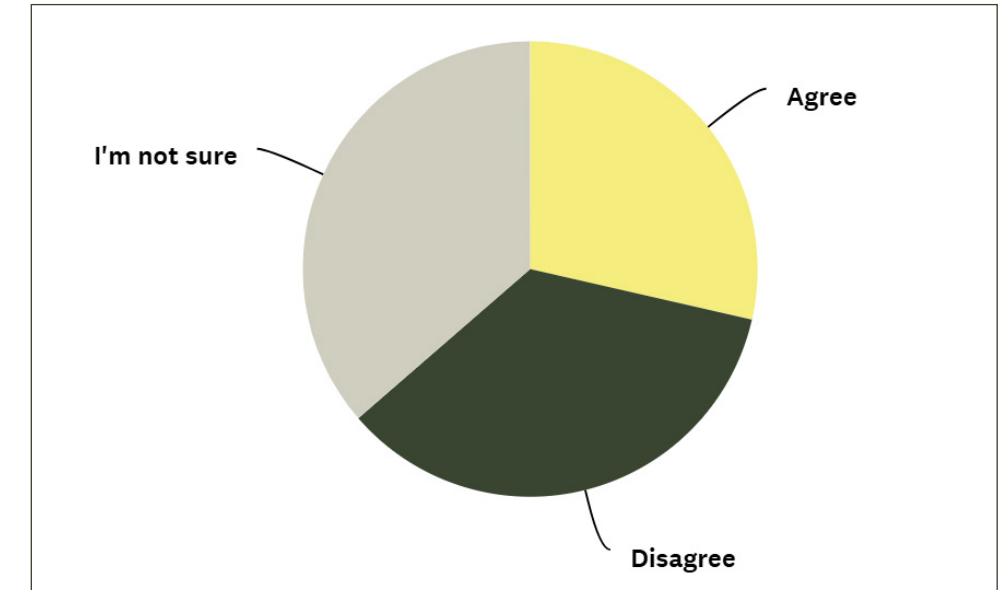
**Variety and Quality of Retail Outlets:** Respondents express dissatisfaction with the high number of charity shops, vape shops, and barber shops. A desire for more independent shops, better shopping variety, and higher-end stores is frequently mentioned.

**Safety and Cleanliness:** Concerns about antisocial behaviour, including shoplifting and aggressive behaviour in public spaces, are prevalent. Improved security, such as more police presence or town rangers, is recommended to create a safer work environment.

**Improved Facilities for Cyclists and Pedestrians:** Suggestions include adding more cycling lanes, better cycle storage, and pedestrian-friendly infrastructure to encourage sustainable commuting methods.

**More Green Spaces and Social Areas:** Respondents suggest enhancing greenery, seating, and social areas to improve the town's aesthetic appeal and offer workers more pleasant spaces for breaks.

## Eastleigh as a place to start a business



Eastleigh town centre is a good place to start a business?  
(Responses from owners of local businesses)

29% of respondents that own a business in Eastleigh agree that Eastleigh town centre is good place to work, 35% disagree, and 36% are unsure.

When asked what could be done to help new businesses in the town common responses include:

**Lower Rents and Business Rates:** This is the most frequently mentioned suggestion, with many suggesting financial incentives or grants for new businesses to reduce initial costs and attract entrepreneurs.

**Increased Marketing and Publicity:** Some respondents recommend marketing campaigns to raise awareness of Eastleigh as a shopping destination, possibly targeting nearby areas like Winchester to attract a wider audience. This includes promoting local markets and events to boost foot traffic.

**Creation of Co-Working and Flexible Spaces:** The idea of converting spaces like Wessex House into more modern, flexible co-working environments is suggested to cater to remote workers and start-ups, especially given the rise in hybrid and remote work patterns.

**Support Independent Retailers:** Respondents suggest offering incentives or specialised leases for independent or unique businesses, small retailers, and cafés, to bring more variety and distinctiveness to Eastleigh's retail landscape.

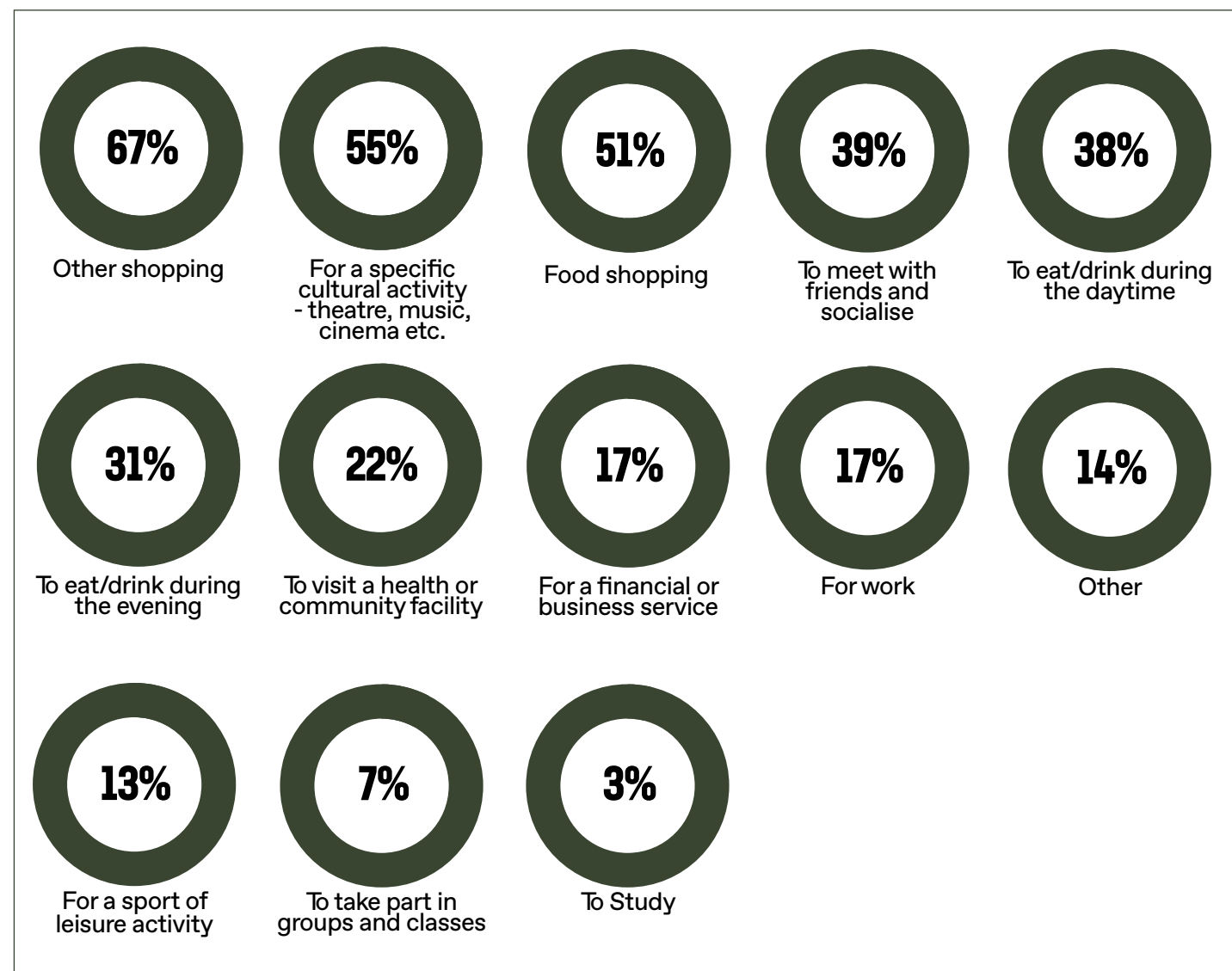
**Enhanced Infrastructure and Facilities:** This includes suggestions for more appealing public spaces with added greenery, easier pedestrian access, and facilities that would make the area more inviting.



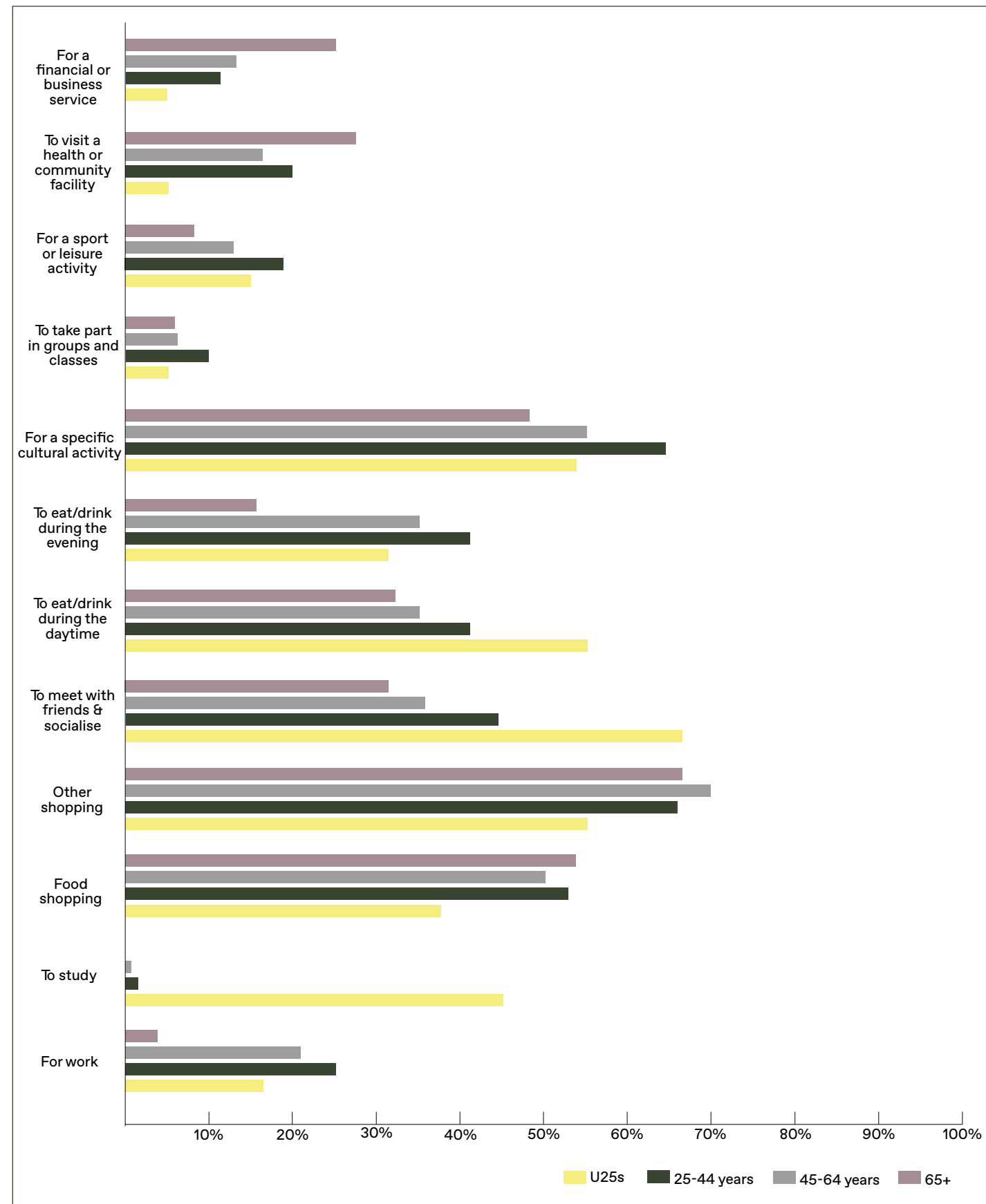
# Visiting Eastleigh Town Centre

The survey responses show that people visit Eastleigh for a large variety of reasons.

Under 25s are most likely to visit the town centre to meet with friends and socialise.



What are your reasons for visiting Eastleigh town centre? (2395 responses)



What are your reasons for visiting Eastleigh town centre? (Age comparisons)

# Shopping in Eastleigh

15% of respondents agree that Eastleigh is a town centre full of interesting shops. 73% disagree and 11% are not sure.

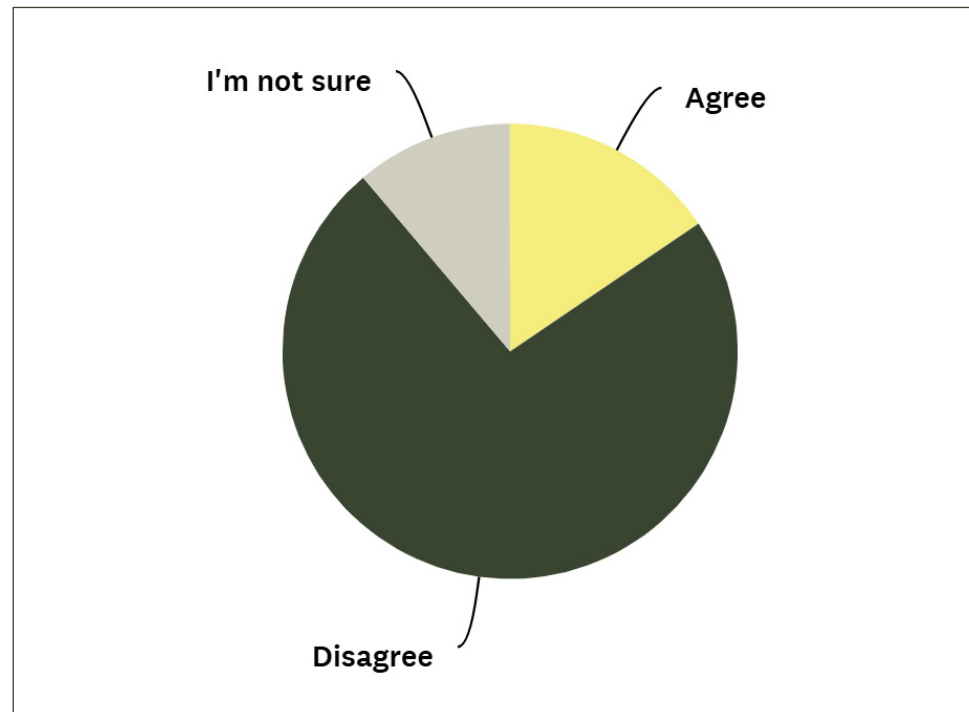
74% of respondents say they are likely to visit the Swan Shopping Centre to shop, 50% are likely to visit a/the supermarket/s and 48% visit the Historic Core (High Street, Market Street, Leigh Road & Wells Place).

For respondents that stated they do not visit Eastleigh to shop, the main reasons for visiting Eastleigh are for a specific cultural activity (37%).

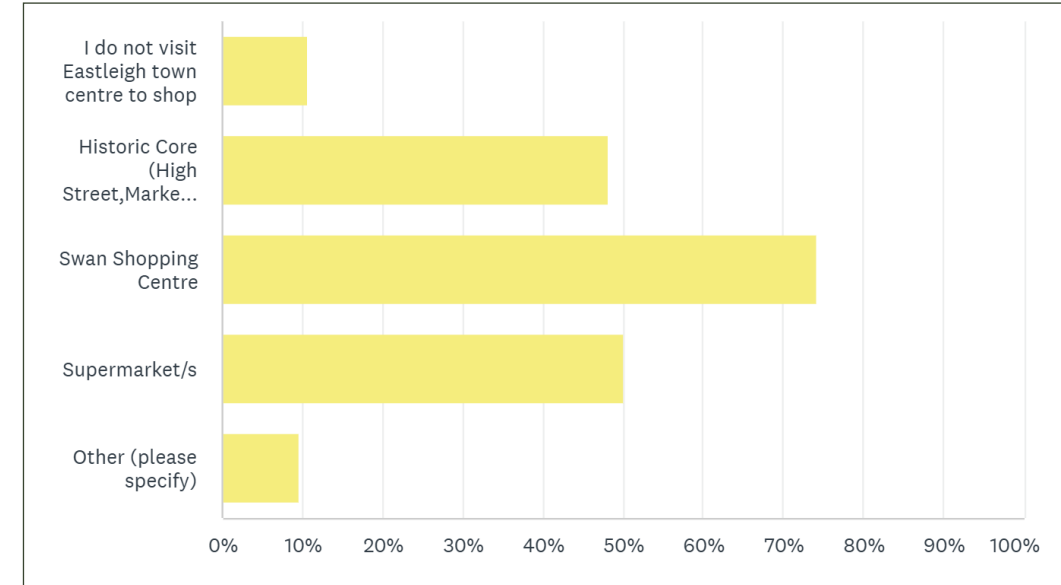
The main things that would encourage people to shop more often in Eastleigh are more independent and local businesses (77%) and more national chains (60%).

30% of respondents would like more/better sustainable shops such as refill and zero-waste stores, while 23% of respondents would like better vintage, second hand and more pop-up shops, demonstrating the importance of these sectors.

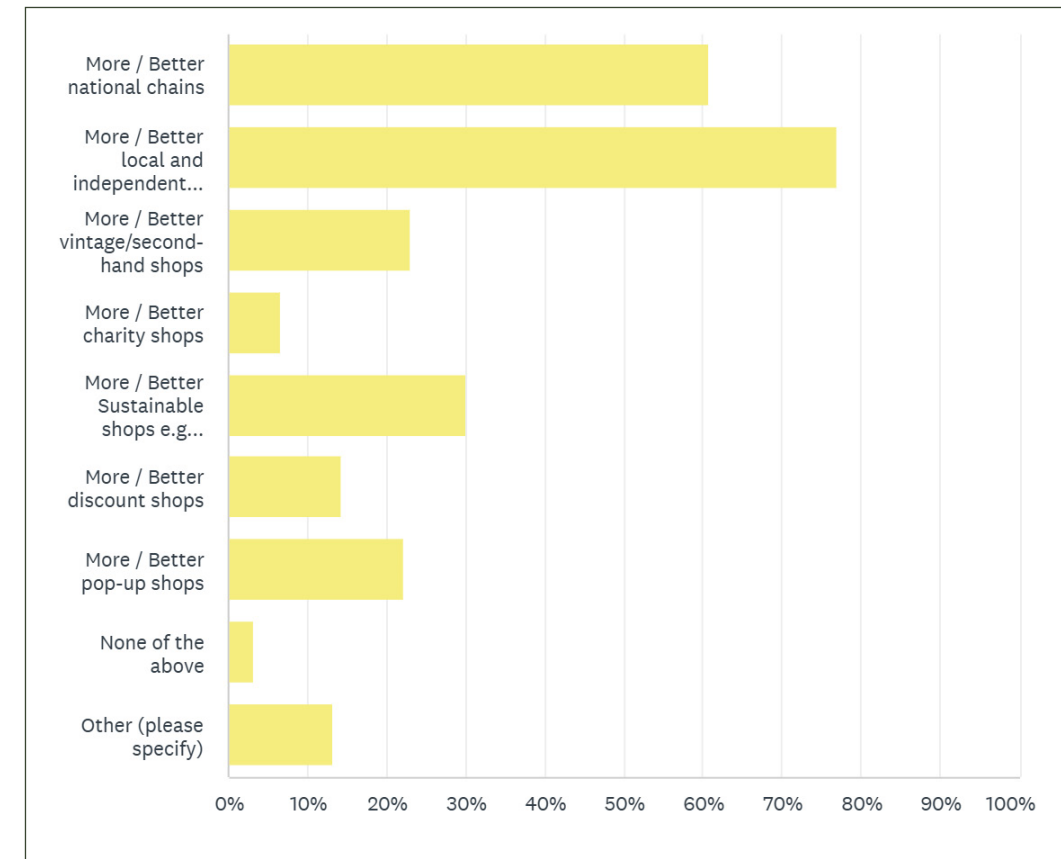
'Other' responses include suggestions diversify Eastleigh's retail offerings with a mix of clothing outlets, independent book and music stores, artisan shops, eco-friendly options, and specialty markets, along with activities for children and spaces for community engagement.



Eastleigh is a town centre full of interesting shops? (2231 responses)

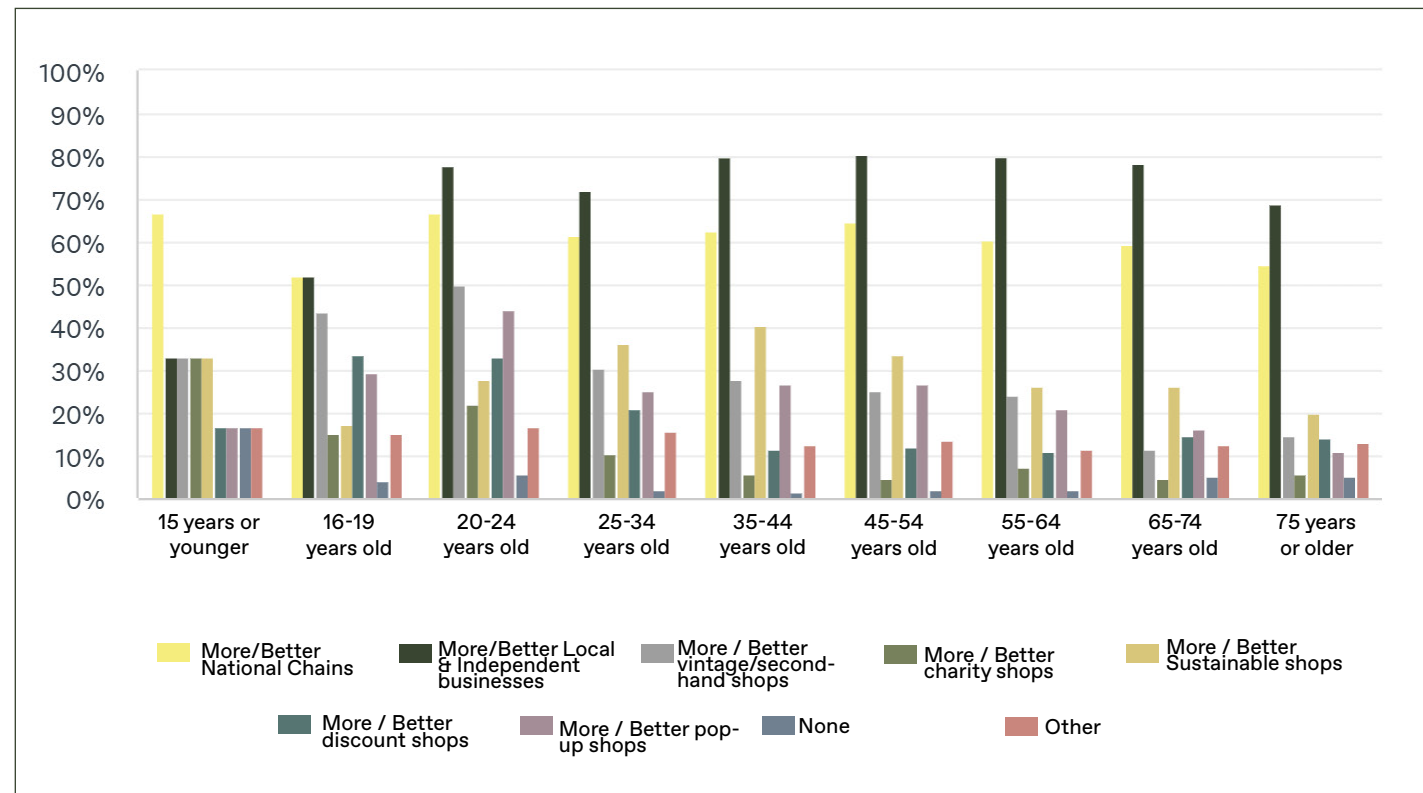


Where do you usually visit to shop? (2219 responses)

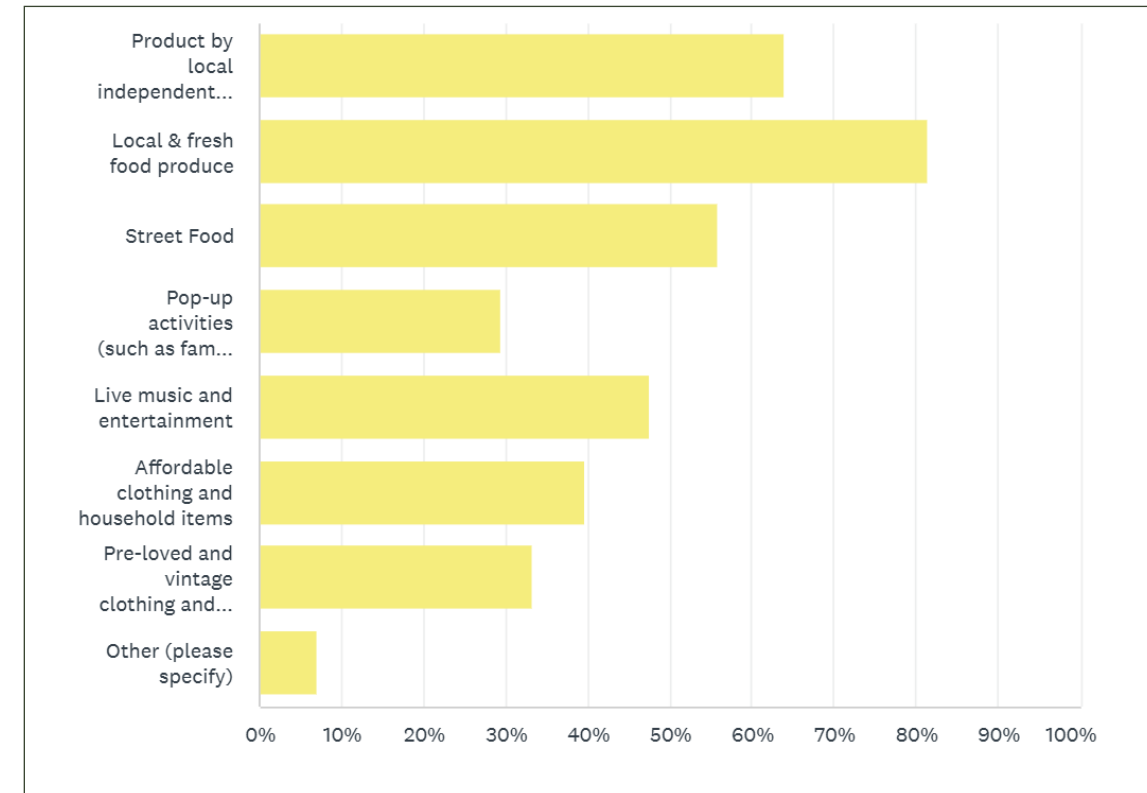


What sort of shops would encourage you to visit Eastleigh town centre more often? (2222 responses)

Local and fresh produce, product by local independent makers and craftspeople, alongside street food and live music/entertainment is what respondents say they would most like to see from a market offer in Eastleigh town centre.



What sort of shops would encourage you to visit Eastleigh town centre more often? (Age comparisons)



What would you like from a Market offer in Eastleigh town centre? (2144 responses)

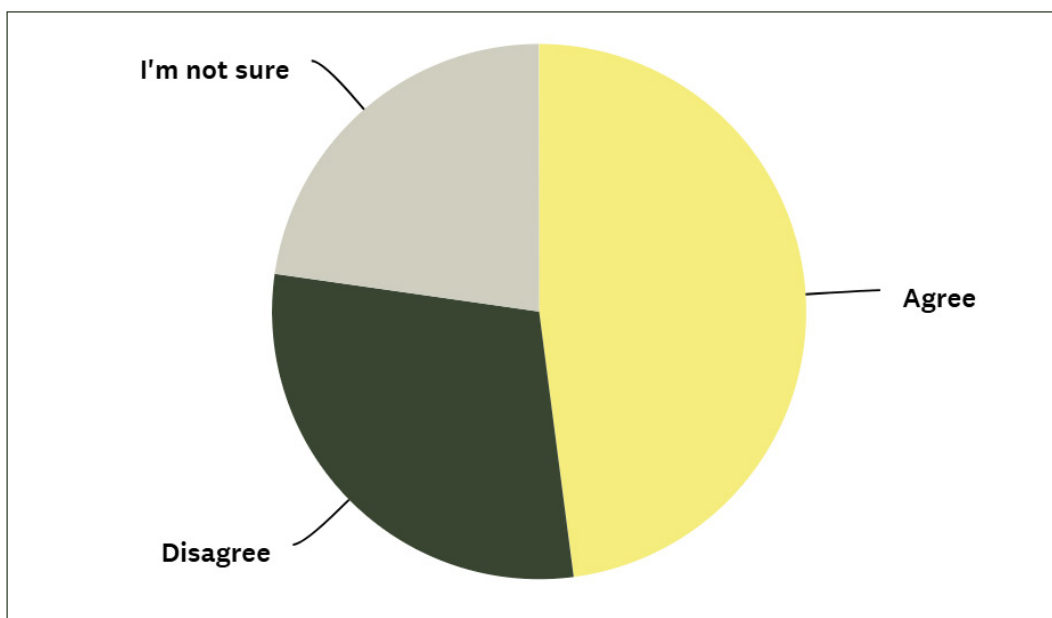
# Visiting Eastleigh in the daytime

48% of respondents agree that Eastleigh is a town centre full of good places to eat, drink and socialise in the daytime. 29% disagree and 23% are not sure.

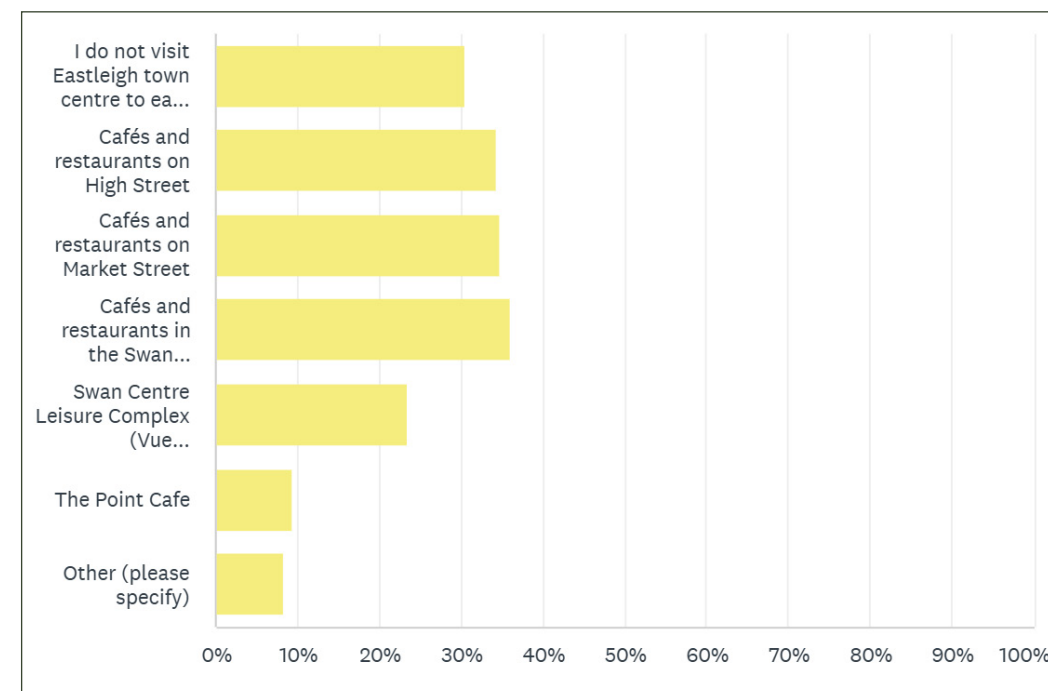
To eat, drink and socialise during the daytime respondents are most likely to visit Restaurants and cafés in the Swan Centre and on Market Street & High Street.

31% of local respondents (residents of Eastleigh) say they do not visit the town centre to eat and drink in the daytime.

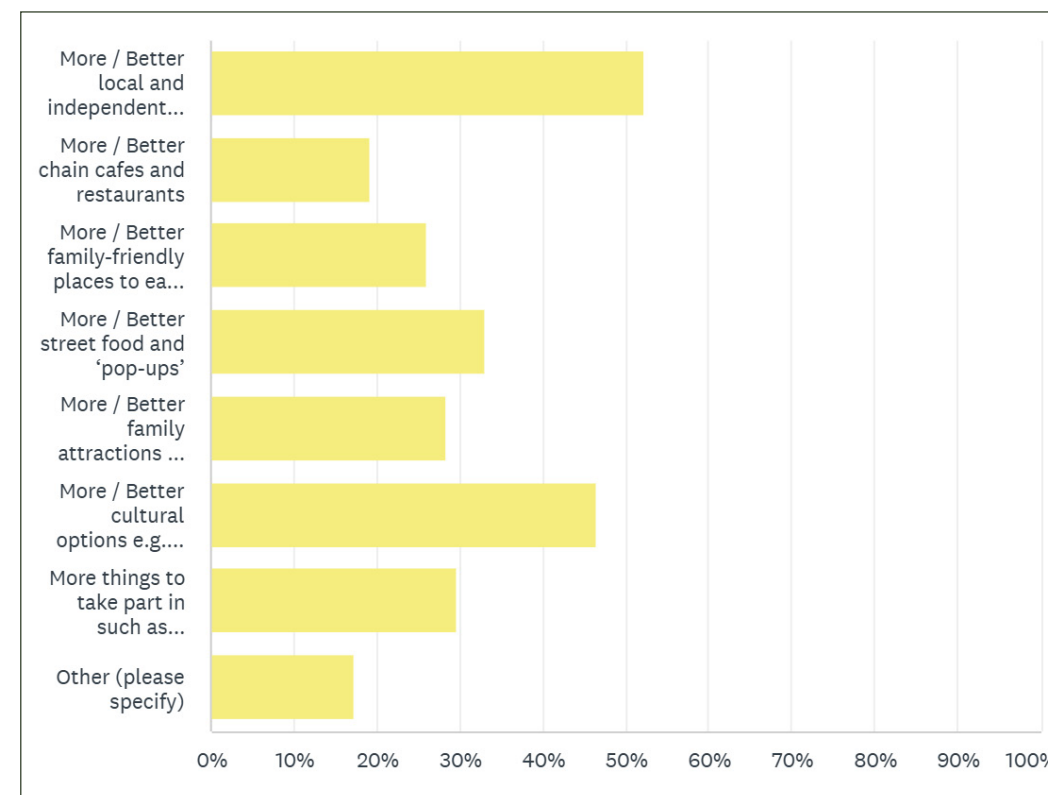
Respondents were asked what would encourage them to visit Eastleigh more often during the day time. The top five responses relate to local and independent places to eat and drink including pop-ups, and more cultural and more things to take part in such as creative activities & workshops.



Eastleigh is a town centre full of good places to eat, drink and socialise in the daytime?  
(2234 responses)



If you visit Eastleigh town centre to eat, drink and socialise in the daytime, where are you likely to go?  
(2187 responses)



What would encourage you to visit Eastleigh town centre more often during the daytime?  
(2187 responses)



# Evening economy in Eastleigh

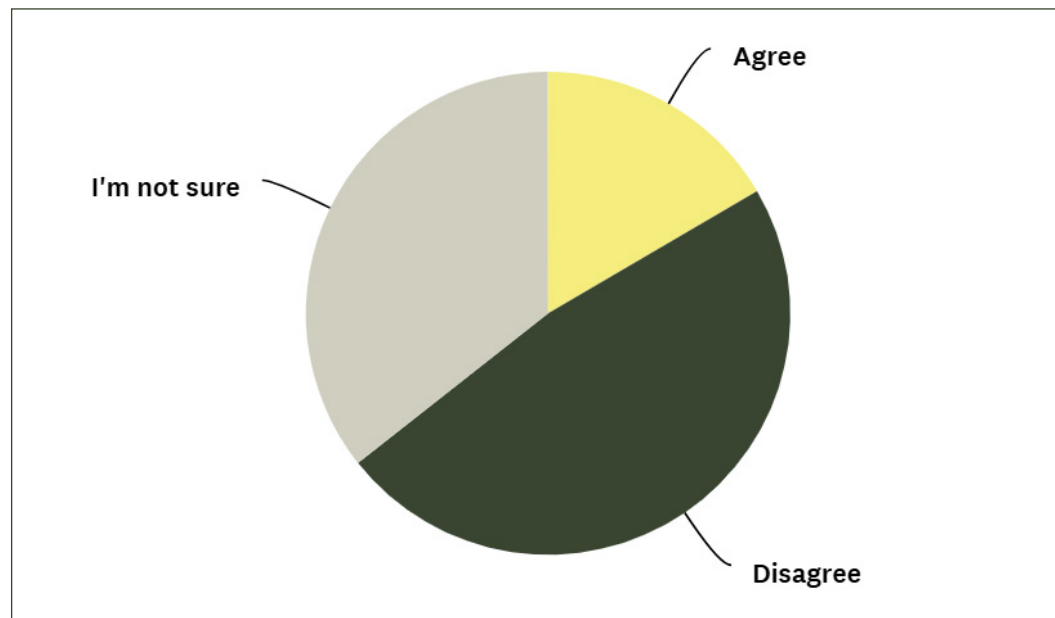
Only 16% of respondents think Eastleigh is full of good places to go in the evening. 47% are not sure and 35% disagree.

39% of local respondents say they do not visit Eastleigh town centre in the evening.

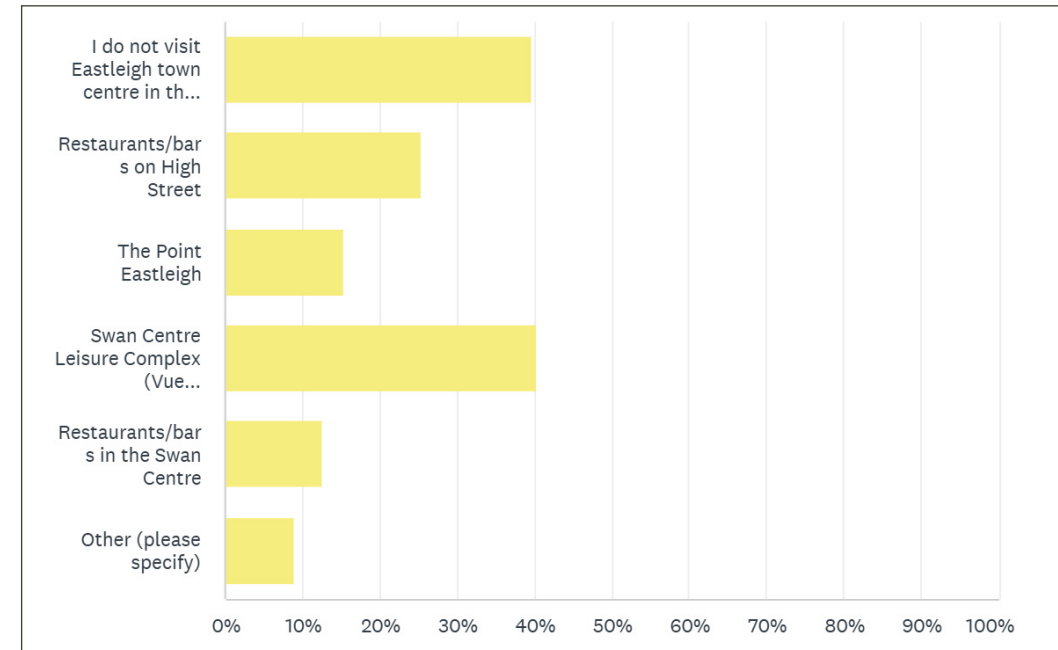
When asked what would encourage respondents to visit more often in the evening, 52% say a better range of restaurants, 40% would like more music venues, 34% better pubs and bars and 31% would like more cultural activities.

57% of respondents say a safer environment would encourage more evening visits, this rises to 62% amongst those that say they do not currently visit in the evening.

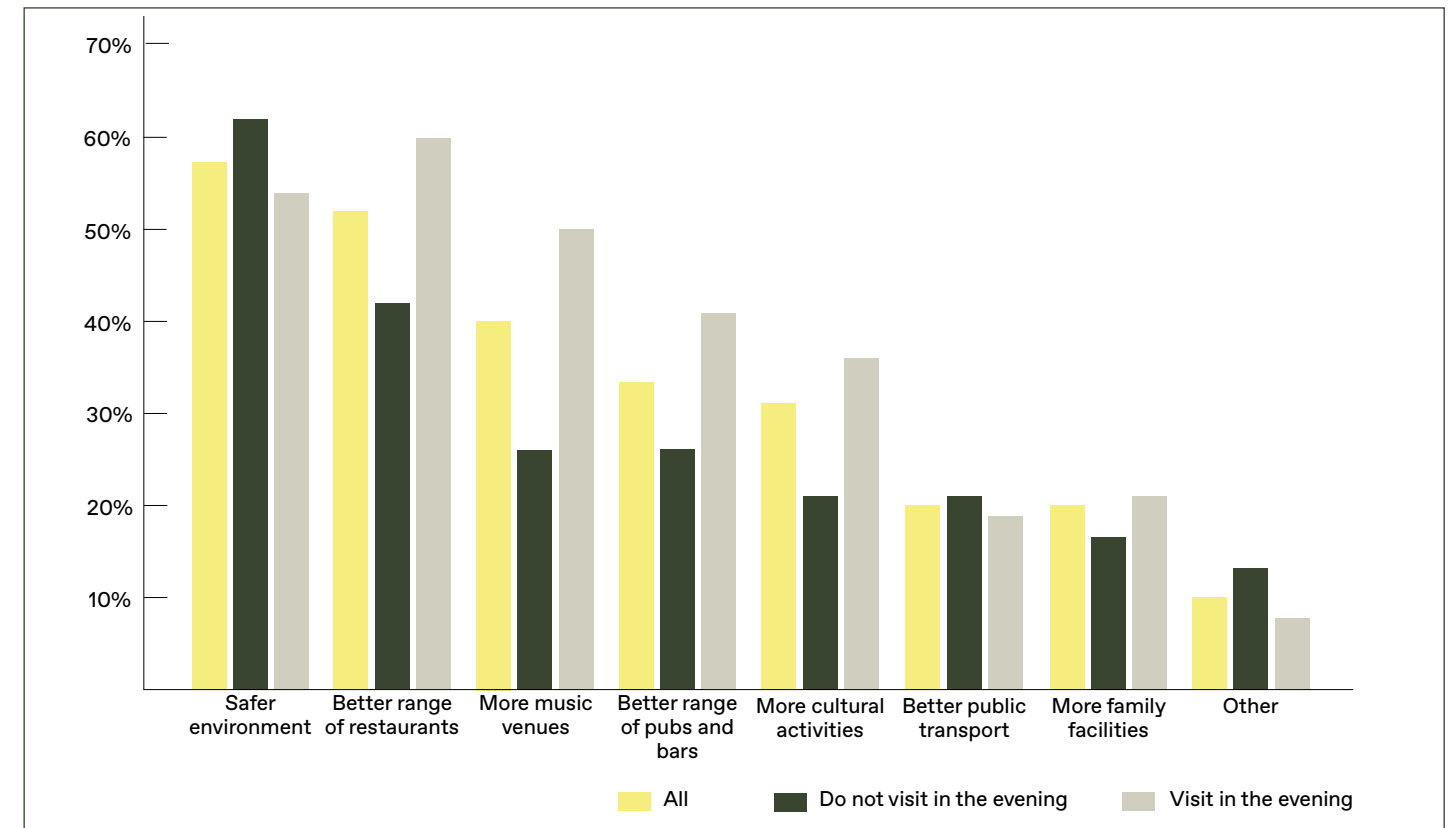
20% of respondents say better public transport would encourage them to visit the town centre more often in the evening.



Eastleigh is a town centre full of good places to go in the evening? (1830 responses)



If you visit Eastleigh town centre in the evening, where are you likely to go? (2187 responses)



What would encourage you to visit Eastleigh town centre more often in the evening?

# Culture & Leisure in Eastleigh

33% of respondents think Eastleigh is a town centre with good cultural and leisure facilities, 31% disagree and 36% are not sure.

The Swan Centre complex is the most popular leisure and culture venue in Eastleigh amongst respondents with 50% stating they like to visit venues such as Vue Cinema and Hollywood Bowling. 38% like to visit Places Leisure Centre, and 37% of respondents say they like to visit The Point for cultural activity. Almost a 25% of respondents say they do not visit Eastleigh for cultural and leisure activities, this includes 22% of local respondents.

When asked what new cultural or leisure facilities would encourage more visits common responses include:

**Music and Performance Venues:** Many respondents desired venues for live music, jazz, or comedy and smaller, intimate spaces for performances.

**Museum and Heritage:** Calls to reinstate a museum was frequent, with requests to highlight Eastleigh's railway history and community heritage. Many respondents wish for an interactive museum with rotating exhibits and historical archives.

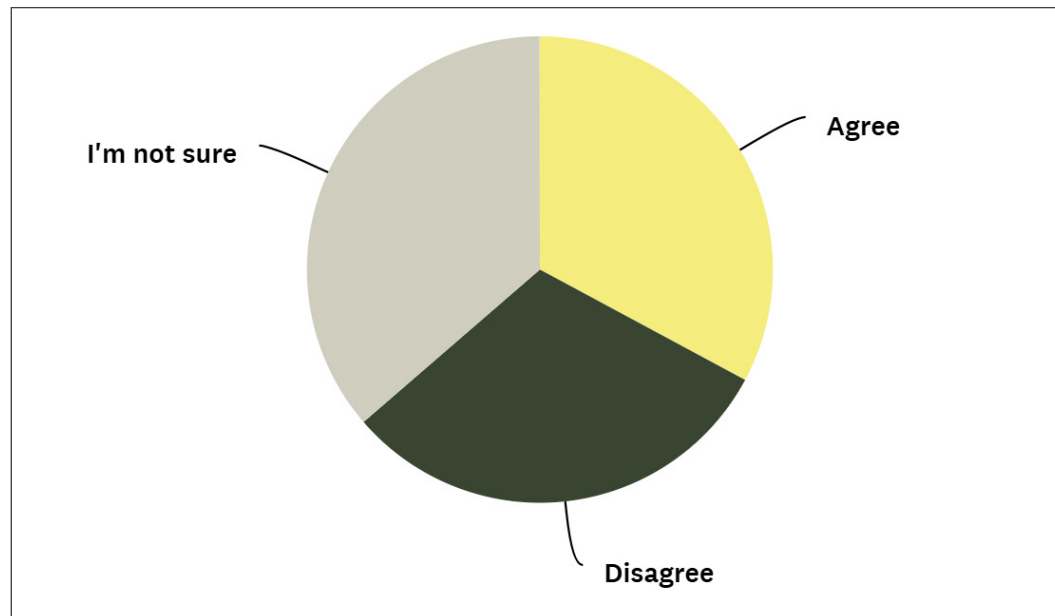
**Art and Craft Spaces:** Respondents would support art galleries, local craft exhibitions, community-based art workshops, and a creative hub for all ages in the town centre.

**Improved Recreational Facilities:** Suggestions ranged from ice rinks and climbing walls to escape rooms and mini-golf. Many expressed a need for more family-friendly spaces, facilities for teenagers, and diverse sports facilities.

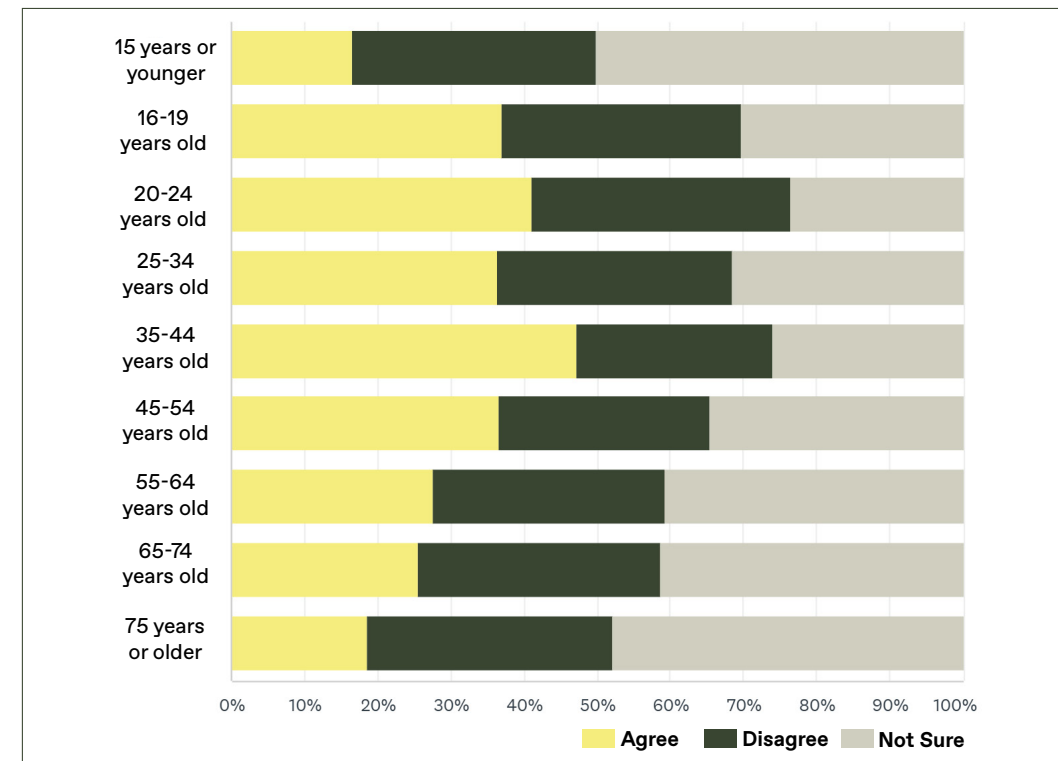
**Green Spaces and Outdoor Events:** There were suggestions for more green spaces and outdoor facilities like improved parks, walking areas, and a pavilion for summer events, markets, and festivals, particularly with live music and food options.

**Enhanced Dining and Leisure Options:** A number of respondents wished for a broader range of independent restaurants, cafés with live music, and pop-up food events to create a more vibrant dining scene.

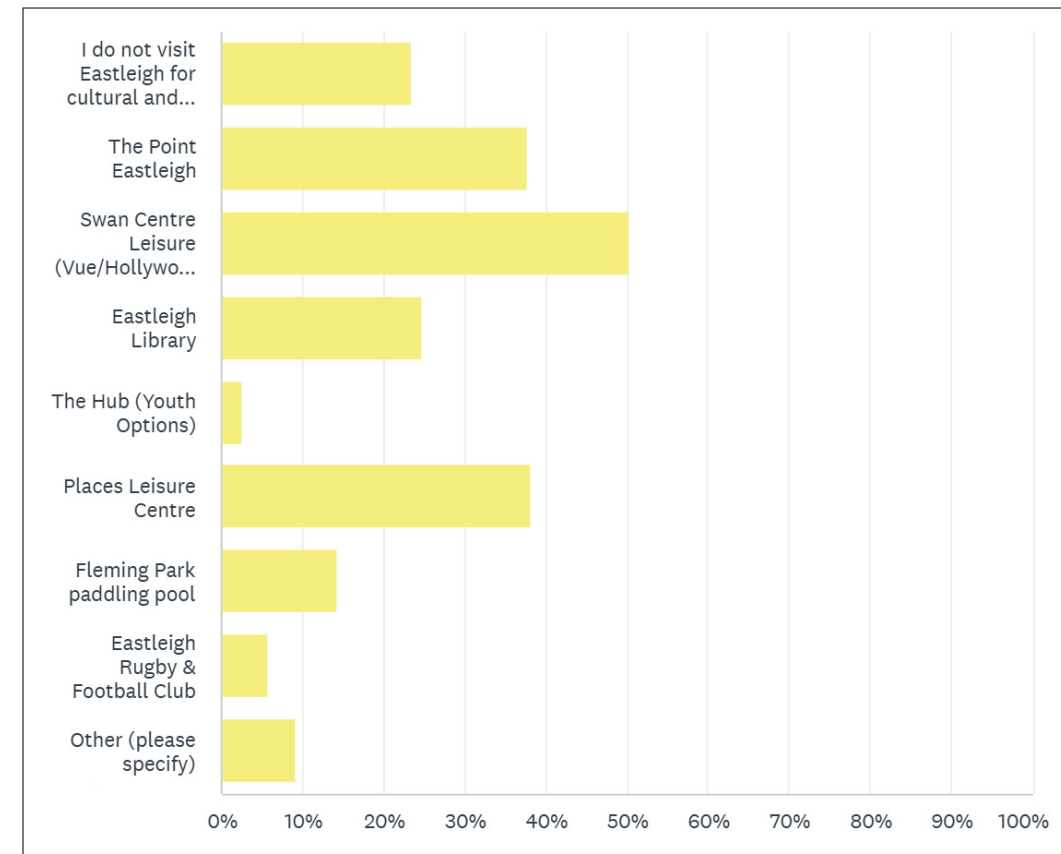
**Affordable, Inclusive Options:** Many noted the need for accessible, budget-friendly activities, particularly for children, young adults, and elderly residents, and highlighted concerns about expensive parking and accessibility in town.



Eastleigh is a town centre with good cultural and leisure facilities? (2076 responses)



Eastleigh is a town centre with good cultural and leisure facilities? (Age Comparisons)



Which places in Eastleigh town centre or nearby do you like to visit for cultural and leisure activities? (2120 responses)

# Events & Festivals in Eastleigh

42% of respondents think Eastleigh is a town centre with good events and festivals, 22% disagree and 36% are not sure.

The Christmas Lights Switch-on event is most popular amongst respondents with 46% saying they attend. 31% visit Feastleigh - Eastleigh Food Festival, 26% Mela, and 23% Eastleigh Unwrapped.

36% of respondents say they do not visit any of the events in the town centre.

When asked what other type of events and festivals would encourage you to visit Eastleigh town centre more often common responses include:

**Live Music Events:** Many respondents expressed interest in more live music, with preferences for diverse genres such as jazz, classical, and contemporary bands. The use of the bandstand for regular live performances was frequently mentioned.

**Food and Drink Festivals:** There was a strong desire for various themed food festivals, including international cuisines, local produce, beer festivals, and street food events, which could also include tastings and workshops.

**Seasonal and Themed Festivals:** Respondents showed interest in seasonal events like Christmas markets, Halloween celebrations, and summer carnivals, as well as unique themes like car shows, classic vehicle displays, and vintage fairs.

**Art and Craft Markets:** Craft fairs, antique markets, and art exhibitions were popular suggestions. Some respondents also requested interactive craft workshops or live demonstrations of artisan skills, such as glass blowing and pottery.

**Community and Family-Oriented Events:** Family-friendly festivals, open-air cinemas, and community events with children's activities were widely mentioned, along with calls for events that involve and celebrate the local community, such as farmer's markets and street performances.

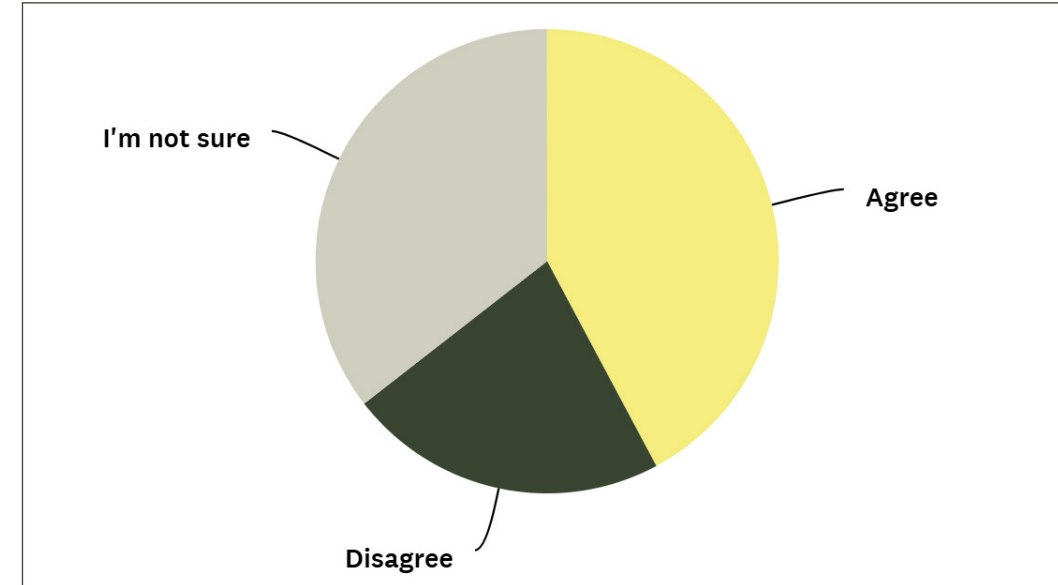
**Cultural and Multicultural Events:** There was support for multicultural festivals and events celebrating diverse cultural heritages, including food, dance, and music from various cultures.

Additional preferences from respondents under 25 years old are:

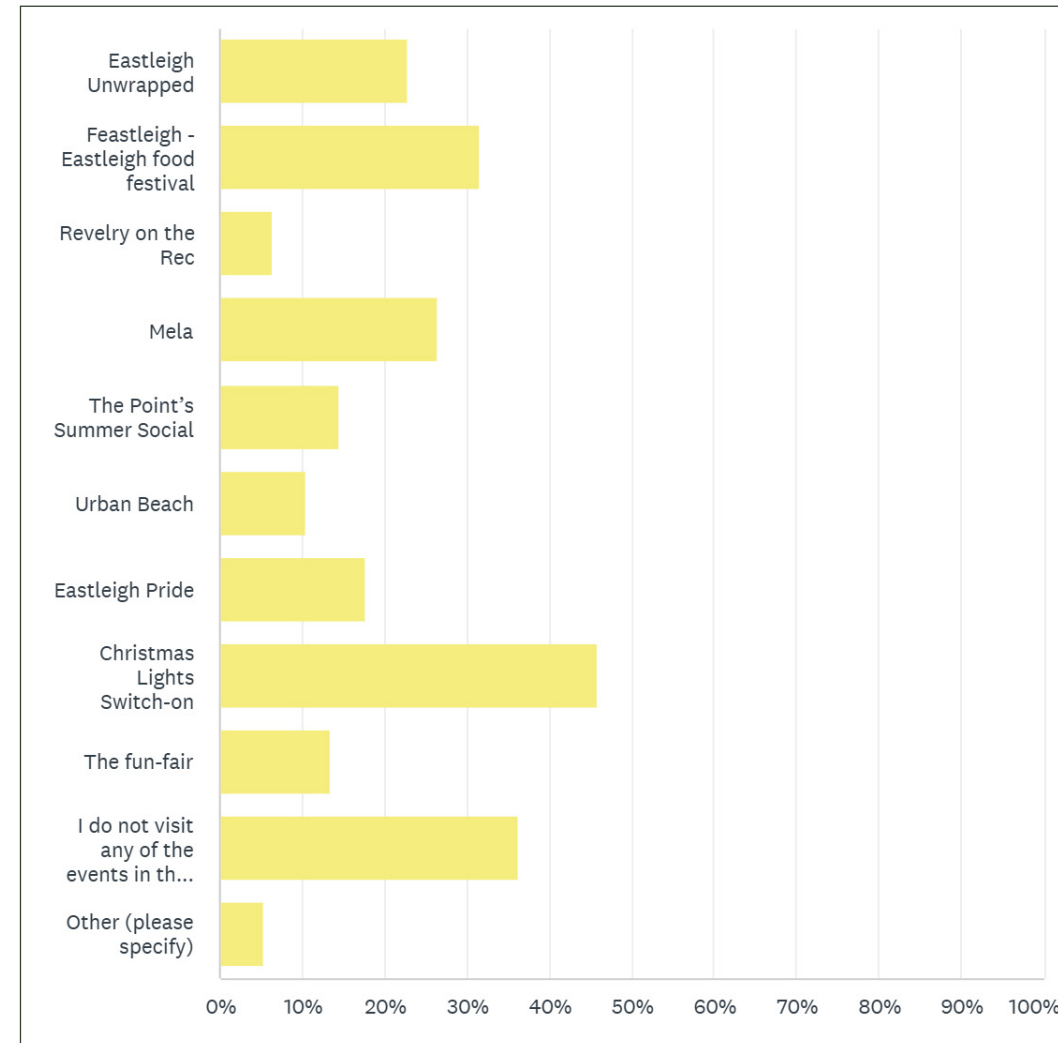
**Music Festivals:** There was strong support for live music events, with suggestions for local music showcases, larger festivals, and music events catering to various genres. A desire for high-quality acts and a consistent music venue was notable.

**Cultural and Eco-Focused Events:** Younger respondents were interested in multicultural celebrations and eco-friendly festivals, reflecting a growing interest in environmental sustainability and cultural diversity.

**Interactive and Skill-Based Activities:** Events allowing hands-on participation, like learning new skills or engaging with interactive installations, were popular among this age group.



Eastleigh is a town centre with good range of events and festivals? (1915 responses)



Which events in the town centre do you like to visit? (2120 responses)

# Events & Festival Communications

When asked what improvements could be made to help respondents stay better informed about events and activities in Eastleigh common responses include:

**Enhanced Social Media Presence:** Many respondents suggest increasing social media advertising, specifically on platforms like Facebook, Instagram, and Twitter.

**Dedicated Website or App:** A recurring recommendation is a single, comprehensive, and regularly updated website or app that lists all Eastleigh events. This would serve as a “one-stop-shop” for information and include filtering options based on event type or date.

**Noticeboards and Digital Displays:** There is strong interest in having more physical noticeboards, particularly digital display boards in high-traffic areas like the Swan Centre, and the railway station.

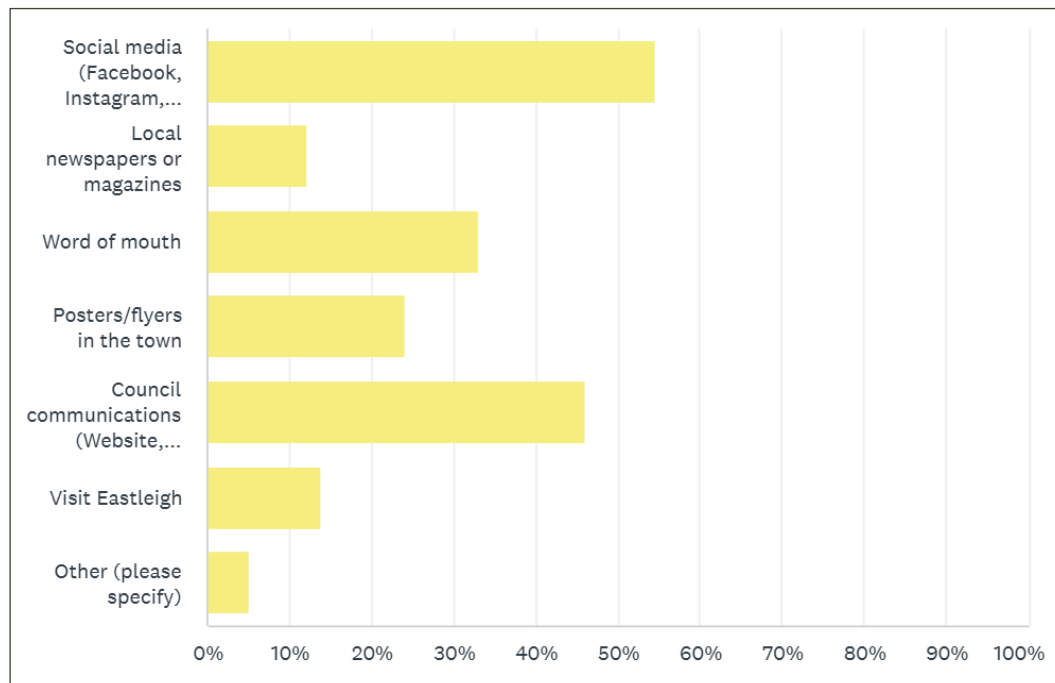
**Advance Notice via Emails and Newsletters:** Many respondents value email updates but request that notifications about upcoming events be sent well in advance rather than last-minute reminders. Some also advocate for a monthly or quarterly event calendar.

**Flyers, Posters, and Printed Materials:** Numerous respondents mentioned traditional flyers and posters distributed around town, shops, and cafés. They also suggest a return of the printed local newspaper or a mailed newsletter that would help reach residents without internet access.

**Engagement with Local Businesses and Schools:** Some respondents recommend partnerships with local businesses, schools, and public venues to display event information and increase community engagement.

**Use of Local Radio and TV:** A smaller group suggested local radio or TV stations as an additional medium for announcements, especially to reach those less engaged online.

**Enhanced Weekly Borough Newsletter:** Respondents appreciate the current newsletter but recommend better layout and highlighting of upcoming events to improve visibility and impact.



How do you usually find out about events, activities, or news in Eastleigh town centre?  
(2040 responses)

# Local Competition

When asked which other town centres respondents like to visit the most popular is Winchester with 80% of respondents saying they like to visit here. This is followed by Southampton city centre (58%), Hedge End Retail Park (47%) and Romsey (42%).

Respondents like to visit these for a number of reasons with common themes including:

**Greater Variety of Shops and Services:** Many people enjoy the wider selection of shops, including both large national chains and unique independent stores. Southampton, Winchester, and Romsey were frequently mentioned for their range and quality of retail options.

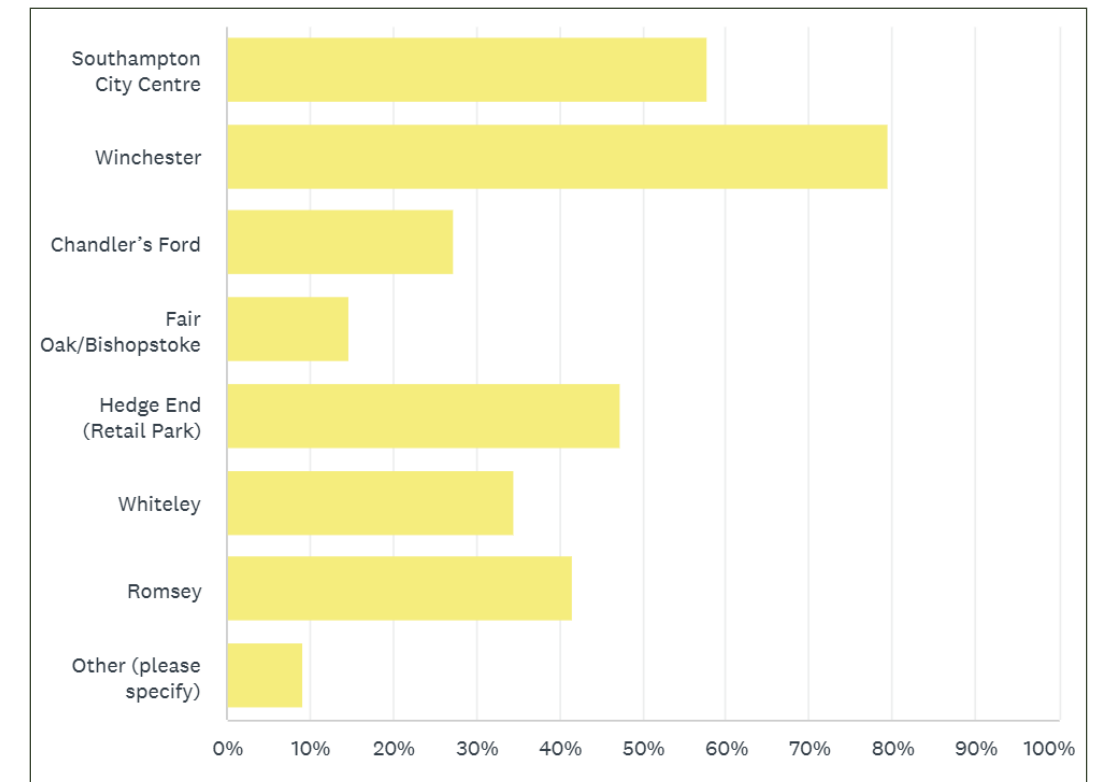
**Pleasant Atmosphere and Aesthetics:** Respondents appreciate the more visually appealing, clean, and often historic environments in towns like Winchester and Romsey. The ambiance, heritage sites, and attractive streets make these locations more enjoyable.

**Better Dining and Social Options:** Many respondents seek better dining experiences, including diverse restaurants, cafés, and pubs. Winchester and Southampton are especially noted for their food options, including cafés and eateries that support social gatherings.

**Convenient and Affordable Parking:** The availability of free or low-cost parking was frequently mentioned, with Whiteley and Hedge End specifically highlighted for their accessible parking, making these towns easy to visit.

**Safety and Cleanliness:** Safety is a prominent concern, with several respondents feeling safer in other towns due to cleanliness and reduced antisocial behaviour compared to Eastleigh.

**Events and Cultural Offerings:** Towns with events, festivals, and a vibrant cultural scene, like the markets and performances in Winchester and Romsey, attract visitors looking for unique activities and entertainment options.



Which other town centres do you like to visit?  
(2097 responses)



# Green Spaces in Eastleigh

70% of respondents agree that Eastleigh is a town with good parks and green spaces. 15% disagree and 15% are unsure.

Favourite parks and green spaces include Lakeside Country Park (58%), Leigh Road Recreation Ground (53%), Itchen Valley Country Park (48%) and Fleming Park Parkland (44%).

When asked if there any areas of Eastleigh town centre that respondents think need more or improved green spaces, common responses include:

**Leigh Road Recreation Ground:** Many respondents feel Leigh Road Rec could be improved with more seating, planting, and shaded areas. There's a desire to enhance it with a community feel and spaces suitable for family activities.

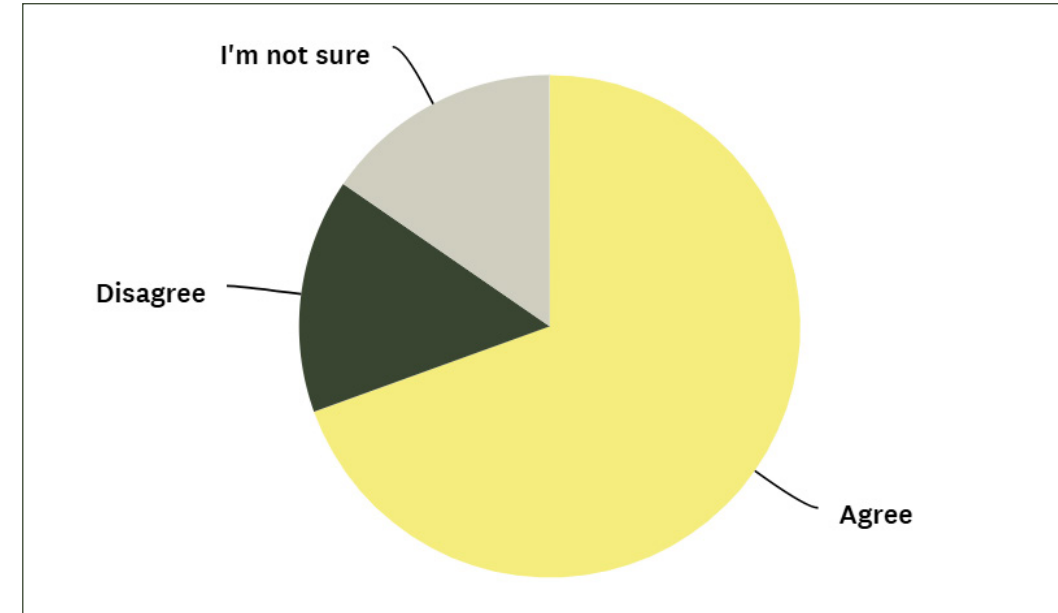
**Grantham Green:** A notable number of respondents express safety concerns due to antisocial behaviour. Suggestions include better lighting, increased surveillance, and general maintenance improvements.

**Town Centre:** Respondents want to see more greenery in the town centre, particularly along the High Street and Market Street, such as tree planting, planters, and pedestrian zones to replace some vehicle areas. There's also interest in adding small green spaces or parklets.

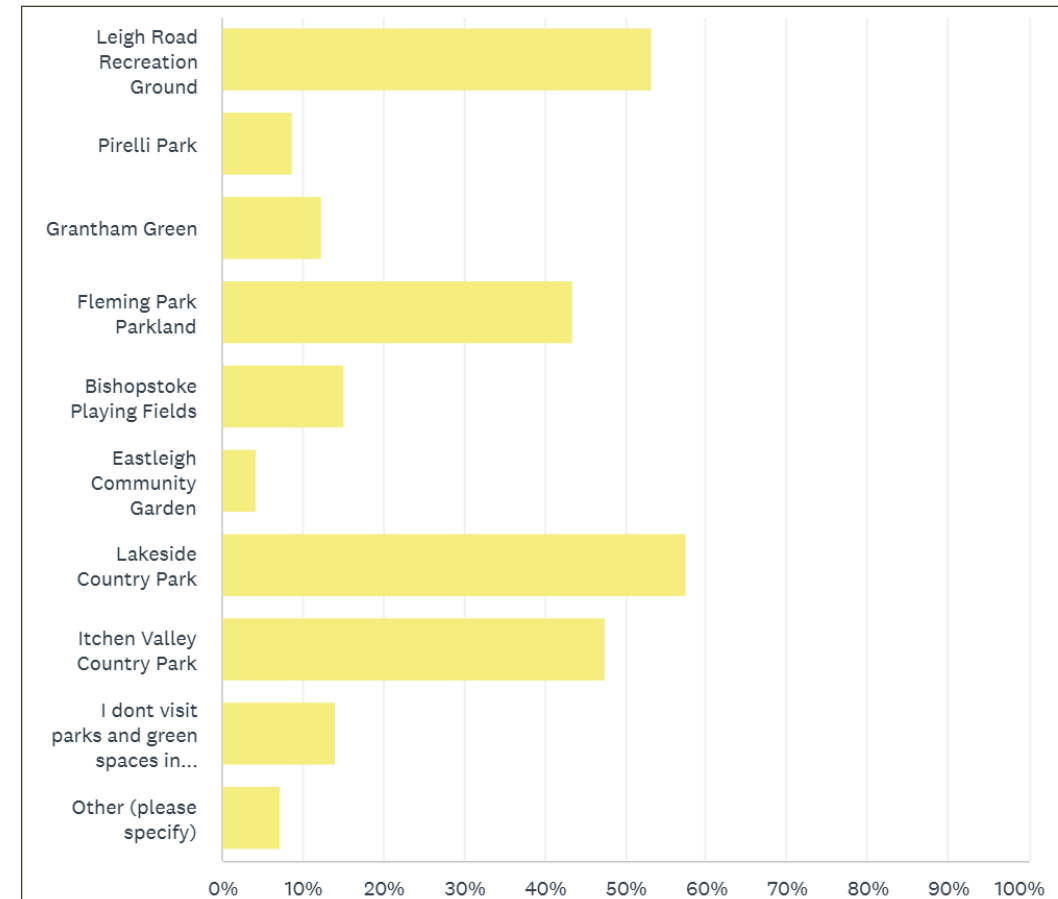
**Pirelli Park:** Like Grantham Green, Pirelli Park has concerns over antisocial behaviour, and respondents suggest improved lighting, maintenance, and repairing of playground equipment.

**Fleming Park:** Suggestions include more shaded areas, better paths, a wider range of play equipment, and improved amenities for both adults and children.

**Southampton Road and Swan Centre Area:** Many respondents would like to see additional greenery and features such as hanging baskets, flowers, and small community gardens, to make these urban areas more inviting.



Eastleigh is a town centre with good parks and green spaces? (1806 responses)



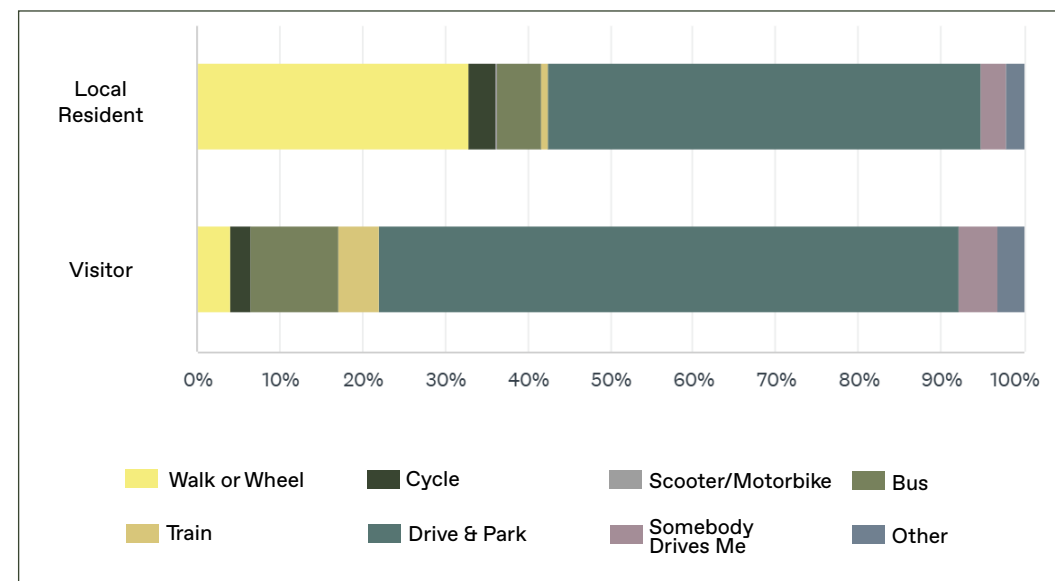
Which parks and green spaces in Eastleigh town centre or nearby do you like to visit? (2053 responses)

# Travelling to Eastleigh town centre

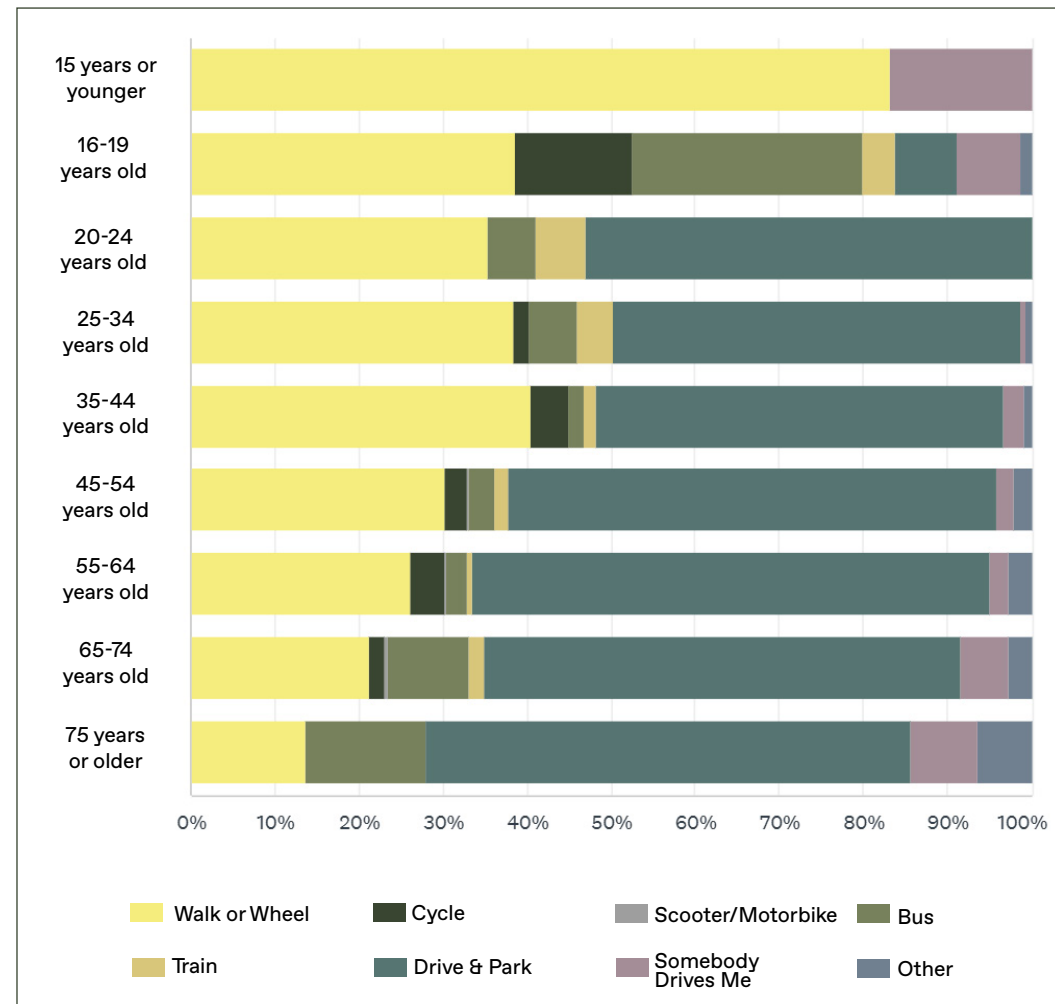
The majority (54%) of respondents travel to the town centre via car.

52% of local respondents drive and park, whilst 33% walk or wheel. 6% of local respondents use public transport to travel to the town centre, and very few respondents currently cycle to the town centre.

Respondents aged between 25-64 are least likely to use public transport to travel the town centre. Car usage is also highest amongst this age range.



How do you usually travel to the town centre? (Residents v Visitors)



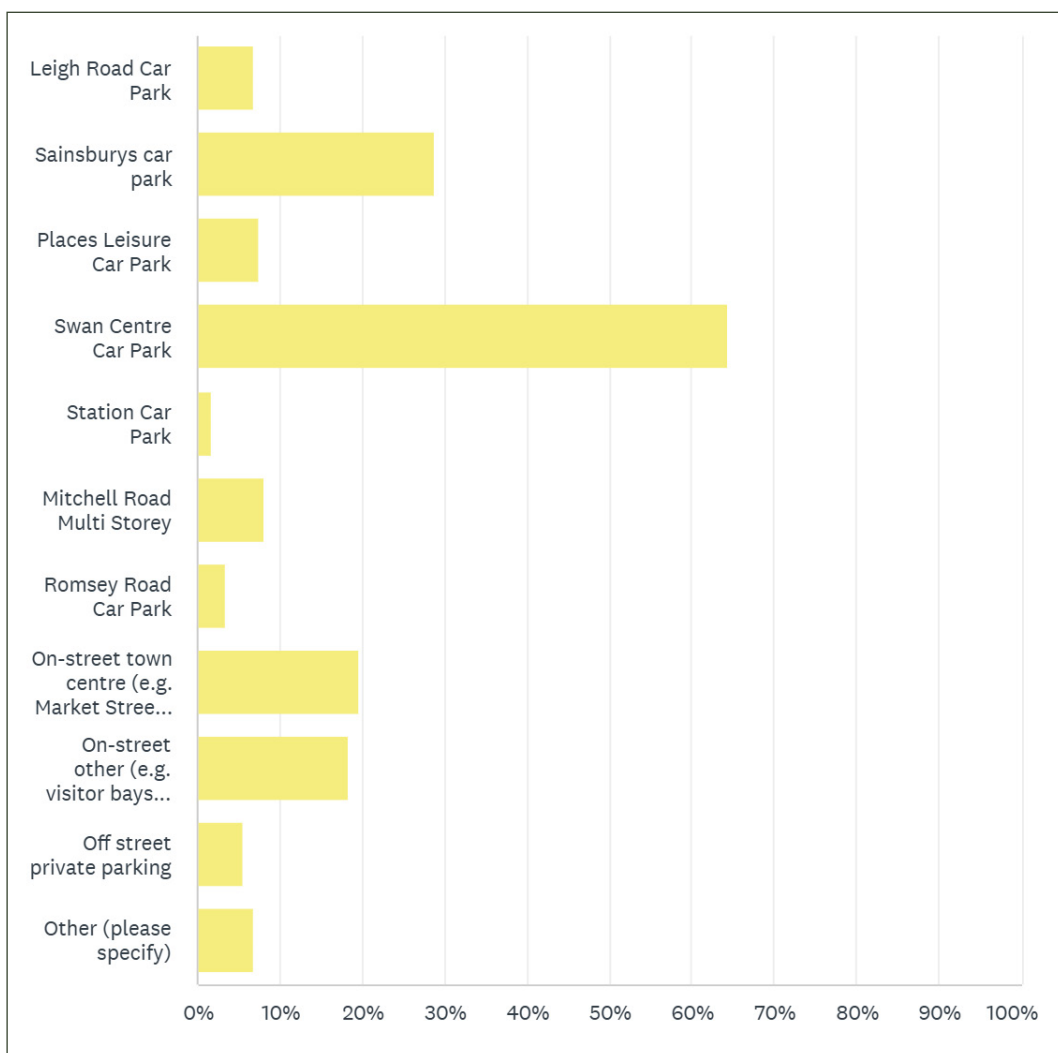
How do you usually travel to the town centre? (Age Comparisons)

# Travelling to Eastleigh town centre

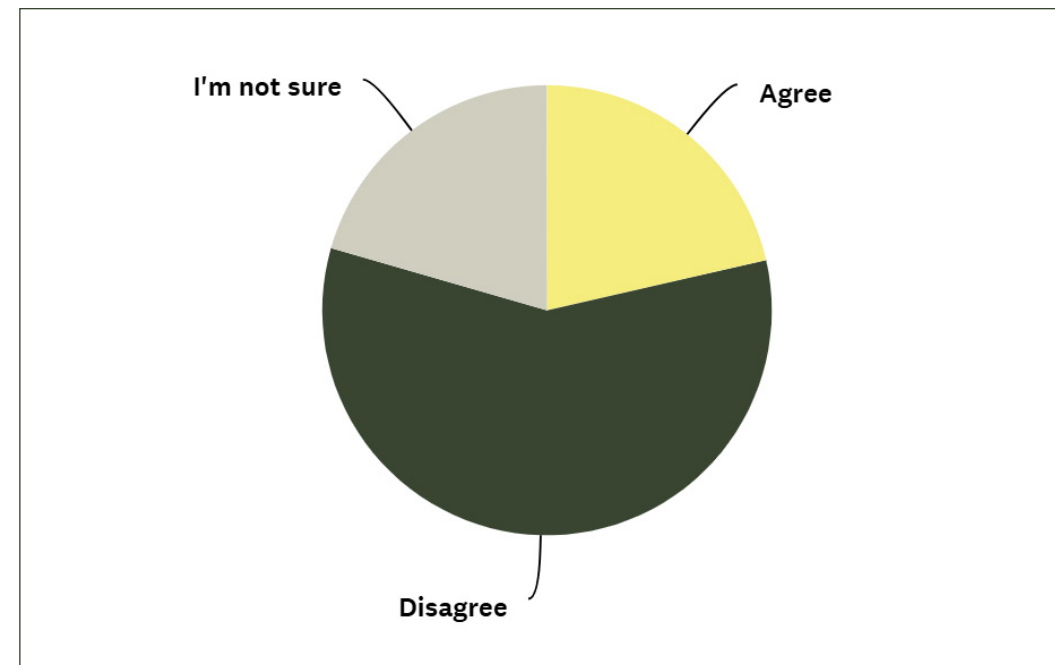
The Swan Centre Car Park is the popular place to park amongst respondents that usually drive to the town centre.

62% of local respondents, and 58% of visitors, feel there are currently no attractive alternative ways to travel into Eastleigh so that they don't have to travel by car.

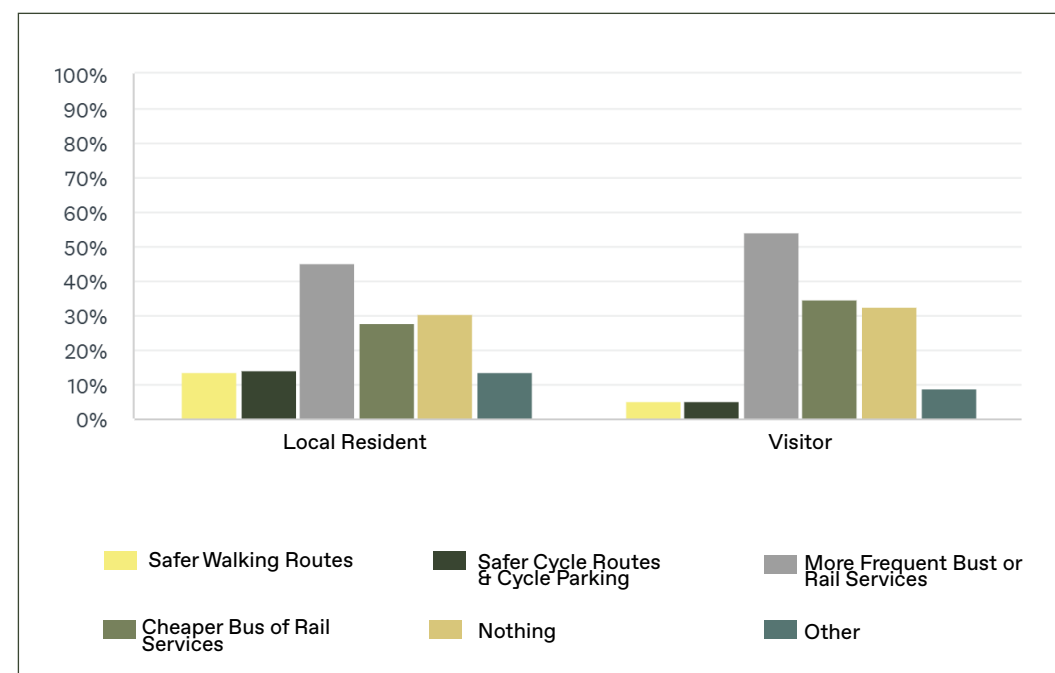
More frequent and cheaper bus and/or rail services would be the main incentives for car users to leave their cars at home. 28% of local respondents would be encouraged to leave their car at home if walking and/or cycling routes to the town centre were safer.



Where do you usually park when visiting the town centre?  
(1119 Responses - from those that say they usually park and drive)



There are attractive alternative ways for me to travel into Eastleigh, so I don't have to travel by car  
(Local Residents)



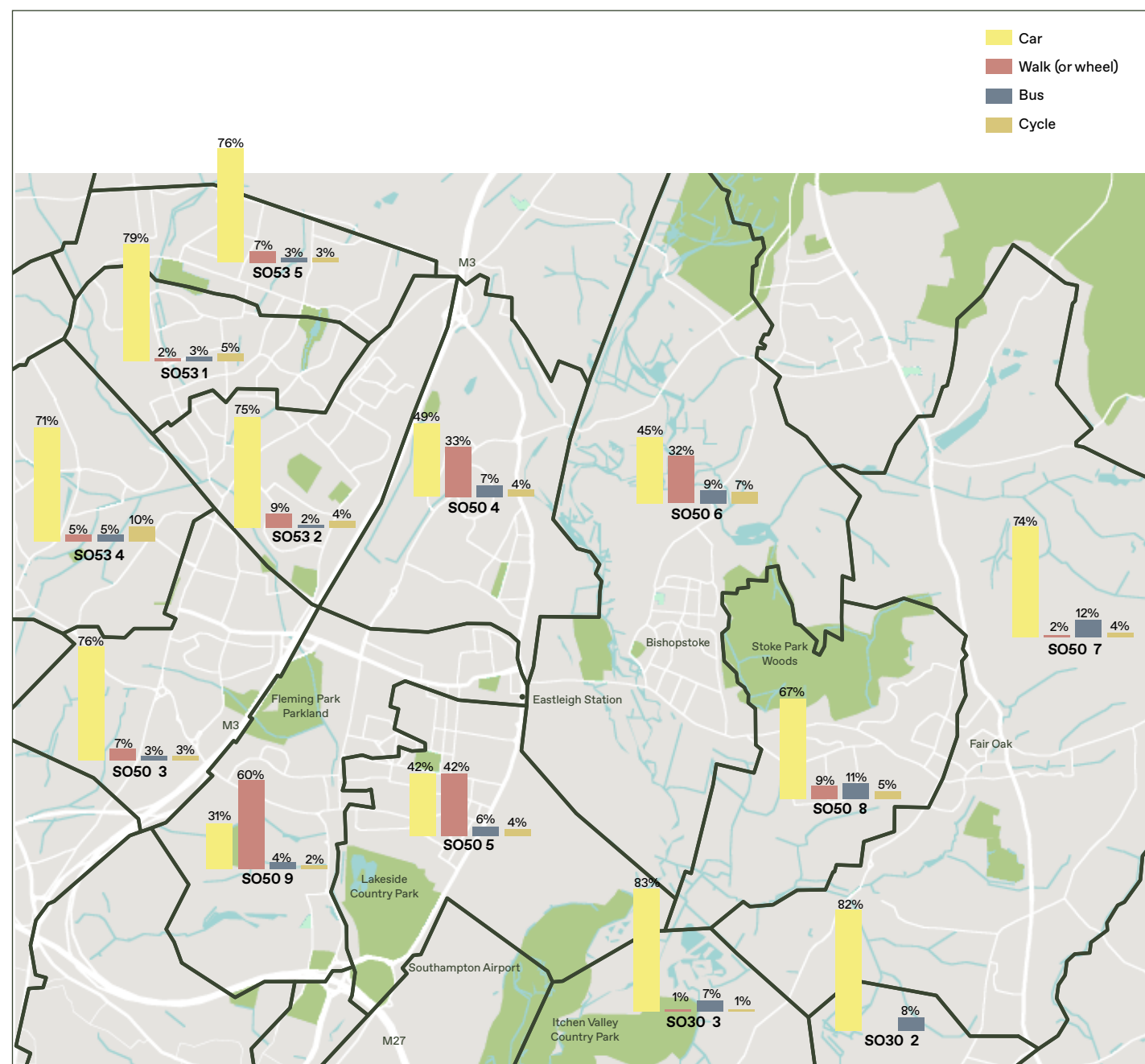
What would help you leave you car at home?  
(Residents v Visitors)

# Travelling to Eastleigh town centre

## Local respondents

52% of local residents usually drive to the town centre, 33% walk or wheel, 5% usually travel by bus, and 3% cycle.

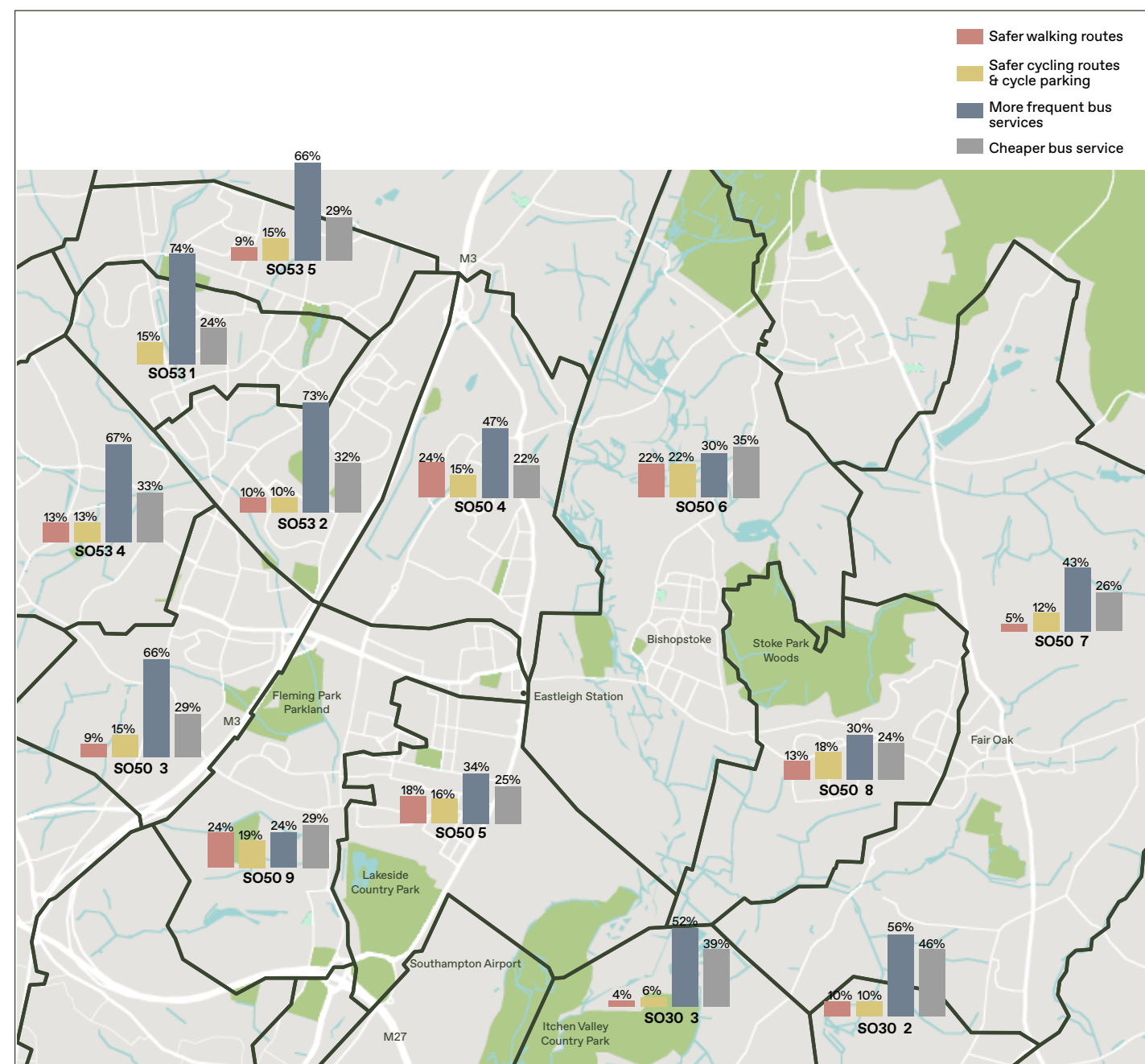
Very few respondents living to the west of the M3 walk or travel via bus to the town centre.



How do you usually travel to the town centre?  
(Local Respondents)

63% of local respondents who usually drive to the town centre disagree that there are attractive alternatives to travel into the town centre other than by car. 20% agree, and 17% are unsure.

45% of local respondents say that more frequent bus services would help them to leave their car at home. This is of higher priority for those living west of the M3



What would help you leave your car at home?  
(Local Respondents - usually drive and park)

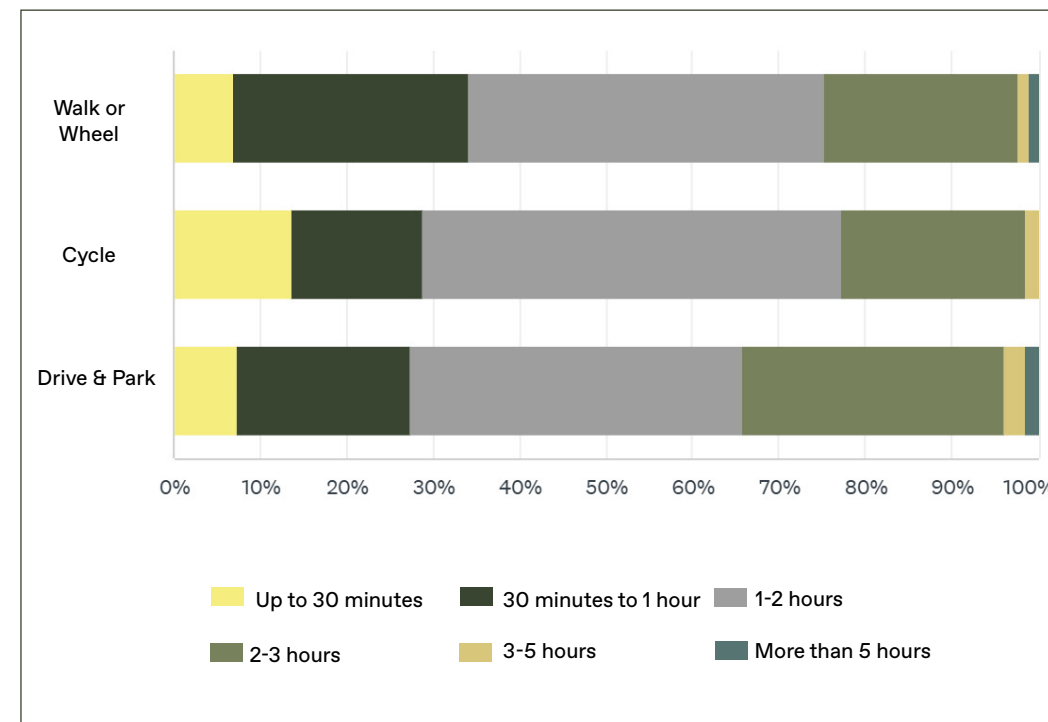


# Visits & Mode of travel

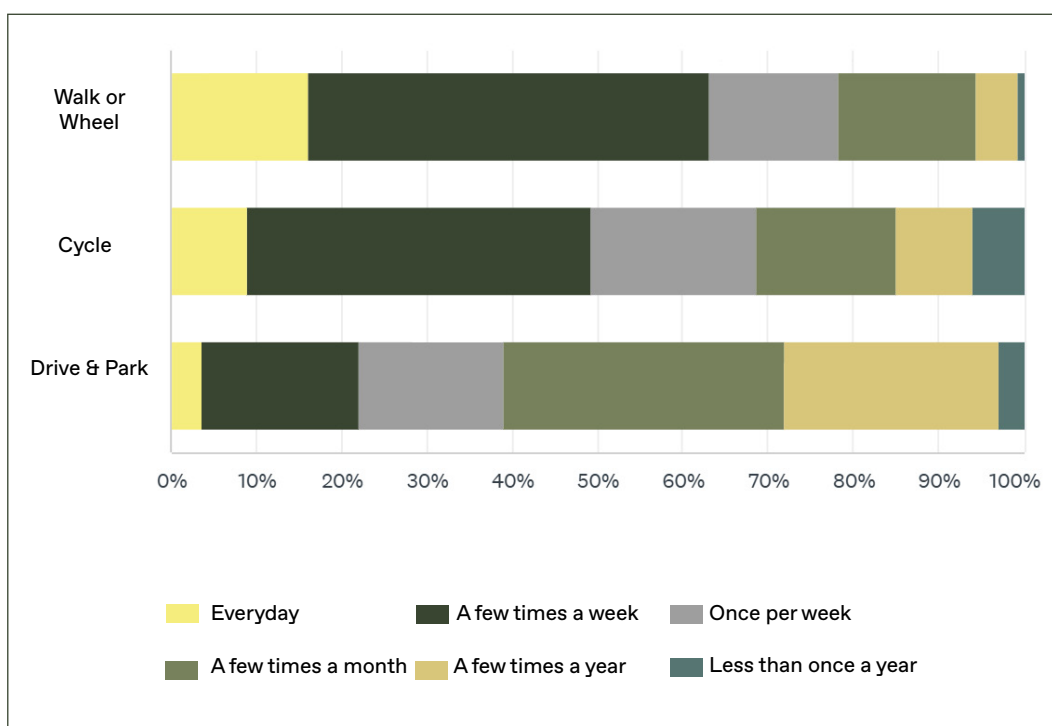
## Local respondents

The survey highlights that residents that walk or cycle to the town centre visit almost 2.5 times more per month than those that drive and park.

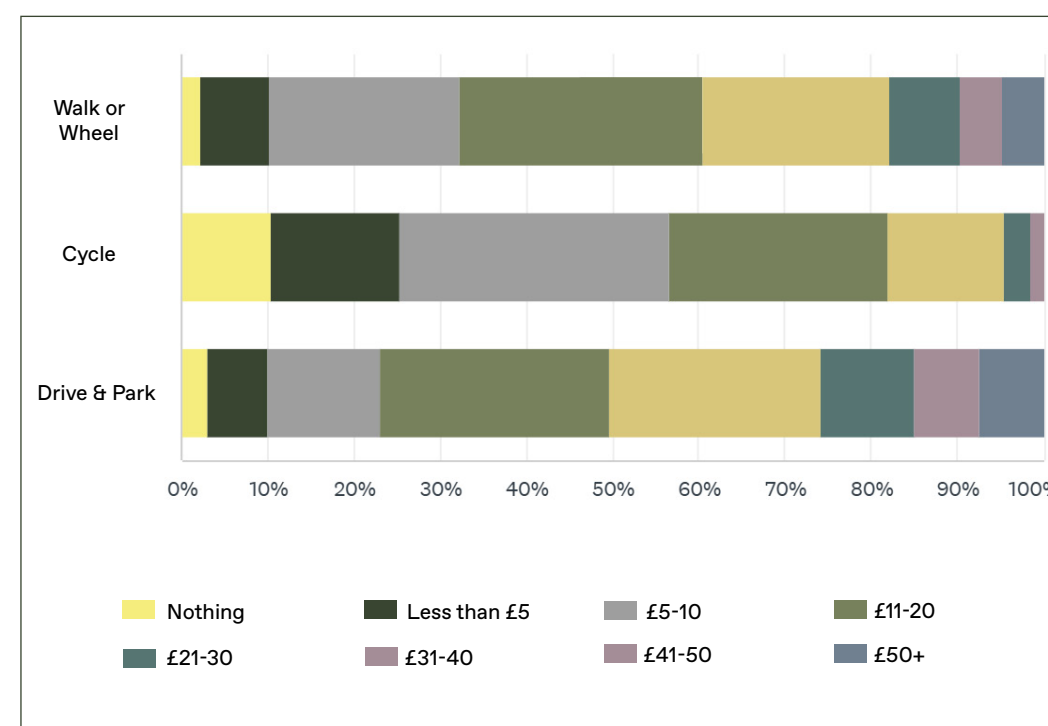
Based on average spend, those that walk or cycle to the town centre therefore spend approximately double the amount with local businesses in the town centre (excluding main food shop) than those the drive and park.



On average, how long do you usually stay in the town centre when visiting for leisure, recreational, or cultural activities?  
(Mode of travel comparison)



How often do you visit the town centre?  
(Mode of travel comparison)



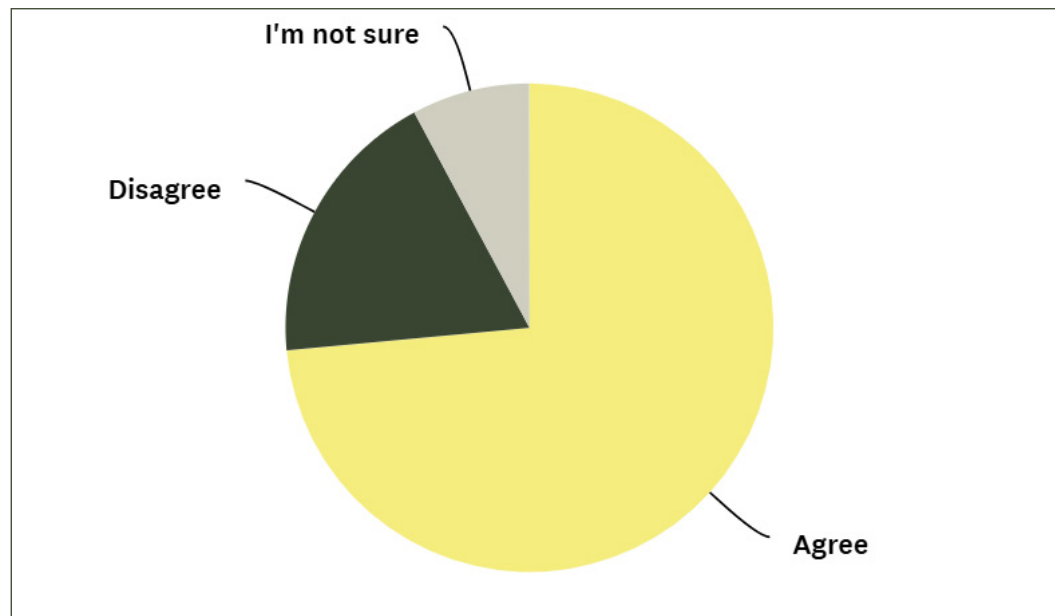
On average, how much do you think you spend each visit?  
(Mode of travel comparison)

# Travelling within Eastleigh town centre

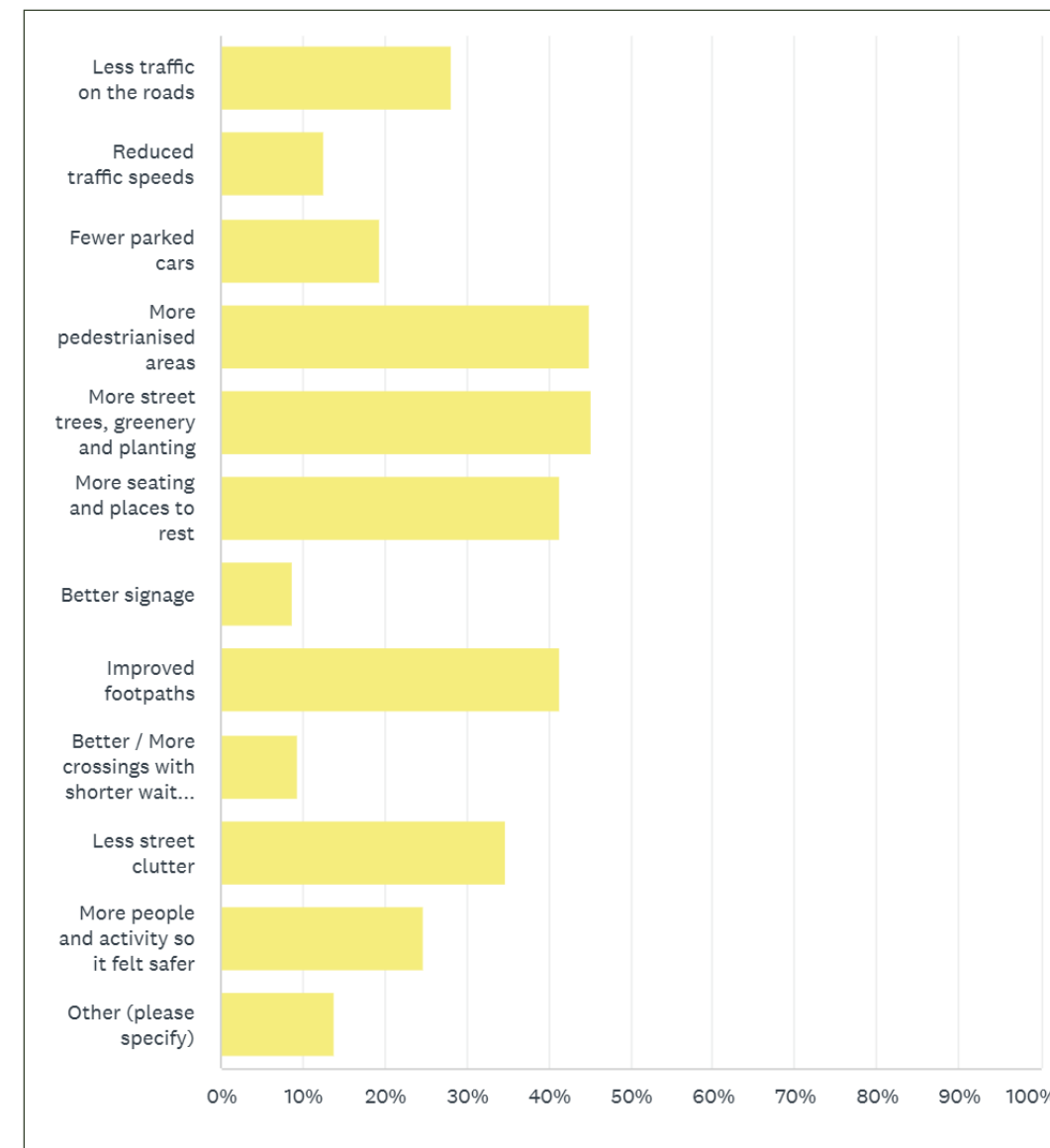
73% of respondents agree that the centre of Eastleigh is easy and comfortable to walk around, 19% disagree, and 8% are unsure.

More street trees, greenery and planting (45%), more pedestrianised areas (45%), improved footpaths (41%), more seating and places to rest (41%) are what respondents feel are a priority in order to make Eastleigh town centre better to walk around.

Less street clutter (35%), less traffic on the roads (28%), more people and activity so it felt safer (25%), and fewer parked cars (19%).



Eastleigh town centre is easy and comfortable for me to walk (or wheel) around? (1881 responses)



What would make Eastleigh town centre better to walk (or wheel) around? (1842 responses)

# Pedestrianisation in Eastleigh town centre

59% of respondents are supportive of future pedestrianisation in the town centre.

45% of respondents would like to see High Street and Market Street pedestrianised again in the future. A further 14% felt the previous pedestrianisation was a success but it should only be applied to certain roads or certain times, High Street and Market Street are the most frequently mentioned streets for pedestrianisation, with many respondents suggesting closure during specific times, particularly on weekends or during events such as markets, events and festivals.

Preferred Times for Pedestrianisation included:

**Weekends:** Many respondents favour pedestrian-only access on Saturdays and Sundays, typically during business hours (e.g. 10 a.m. to 4 p.m.).

**Daytime Hours:** Some suggest restricting vehicular access between 9 a.m. and 5 p.m. on weekdays to accommodate shoppers and diners, while others propose closures only during the busiest periods, such as lunch hours.

**Special Events:** Respondents support temporary closures for events like Christmas markets, Pride, and the holiday season to encourage pedestrian traffic and community gathering.

**Flexible or Partial Closures:** Some respondents would prefer alternating closures between High Street and Market Street rather than permanent closures, allowing for easier access and parking nearby.

Other common responses include extending outdoor dining and cafe space. Several comments highlight the appeal of creating a cafe culture on pedestrianised streets, allowing businesses to extend seating outdoors onto the streets during pedestrian-only hours.

Of the 187 (9%) respondents that felt that the previous pedestrianisation was not a success, reasons include:

**Reduced Accessibility for Disabled and Elderly:** A significant concern was the limitation on parking close to shops, making it challenging for those with mobility issues or disabilities to access the area conveniently.

**Negative Impact on Local Businesses:** Some respondents observed a drop in footfall and sales, attributing it to the lack of convenient parking.

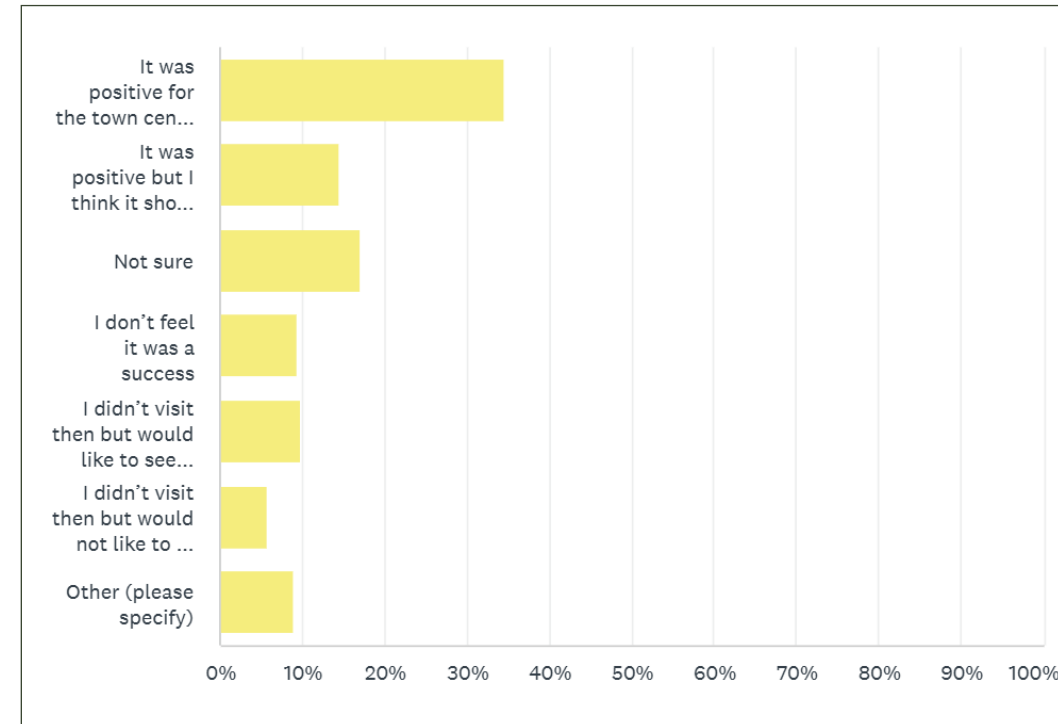
**Inconvenience for Quick Visits:** Some respondents felt the inability to make short, quick stops or to park directly in front of stores deterred many people from visiting, as they preferred the convenience of street parking for quick errands or dropping off items.

**Increased Traffic and Parking Issues Elsewhere:** Some respondents felt the closure of certain roads led to congestion in other parts of town and put more strain on existing parking facilities, making navigation and access more challenging.

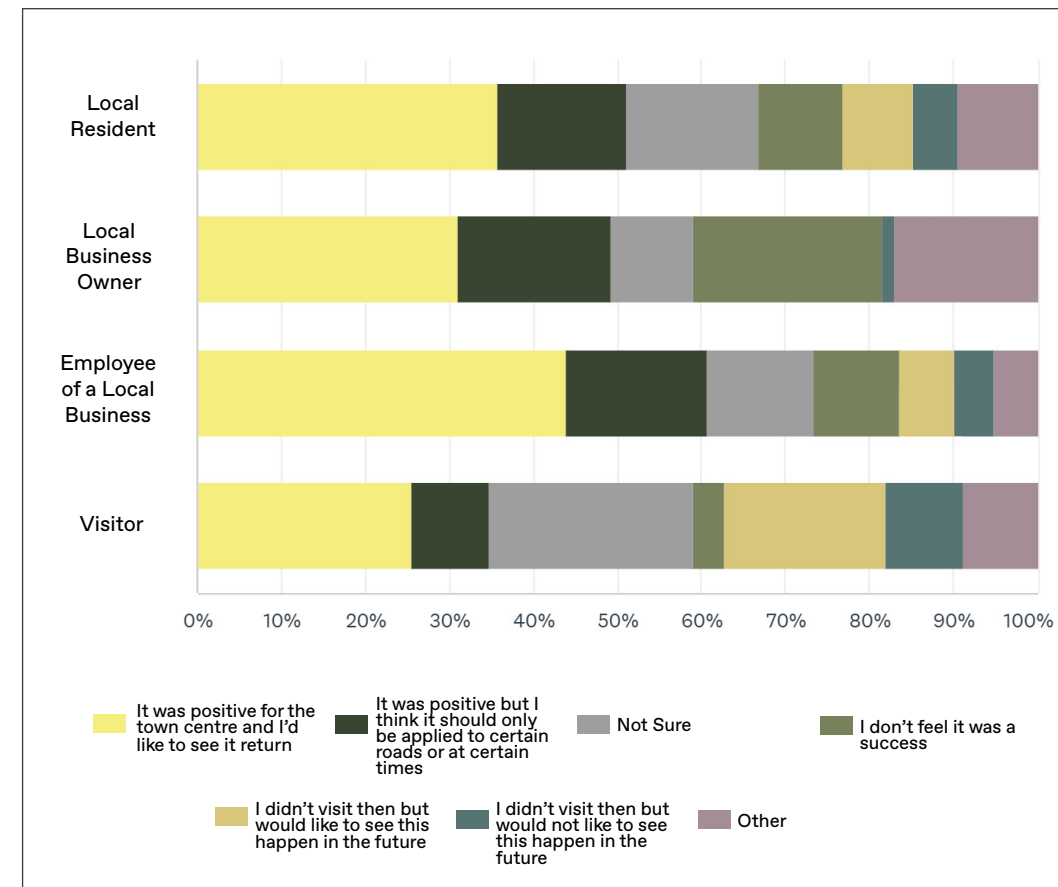
**Empty, "Ghost Town" Atmosphere:** Some noted that pedestrianising key streets made the area feel less vibrant and deserted, particularly during times with fewer pedestrians, which negatively impacted the atmosphere.

**Confusion and Accessibility Issues for Deliveries:** Some expressed frustration with disrupted delivery access, as closed streets complicated drop-offs and created logistical challenges.

**Safety Concerns with Bicycles and Scooters:** The pedestrian areas reportedly saw increased bicycle and scooter use, which some found unsafe and disruptive for pedestrians.



What did you think of the previous pedestrianisation of High Street and Market Street during COVID? (2011 responses)



What did you think of the previous pedestrianisation of High Street and Market Street during COVID? (Relationship with Eastleigh)

## Future of Eastleigh town centre

The survey asked respondents: *Imagine now that you're responsible for making improvements to Eastleigh town centre. What would you do?*

Respondents envision a future for Eastleigh town centre with improvements focused on the following areas. Recommendations reflect a desire for a more vibrant, accessible, and community-oriented Eastleigh, with better retail options, safety, and amenities that attract both residents and visitors.

- **Diverse Retail Offer and Reduced Empty Shops** (779 comments relating to this theme)

There is a strong call for fewer vape stores, and discount shops, and more high-quality or unique stores, including both major brands and independents. Many respondents wish for reduced rents and business rates to attract a variety of retailers and fill empty units, particularly in the Swan Centre.

- **Pedestrianisation and Enhanced Green Spaces** (501 comments)

Numerous respondents support pedestrianising Market Street and High Street, coupled with adding greenery, trees, and seating areas to make the town centre more welcoming for shoppers, diners, and pedestrians.

- **Enhanced Safety and Cleanliness** (428 comments)

Many survey respondents want to improve safety with an increased police presence to reduce antisocial behaviour and crime. Cleanliness is also a priority for respondents with suggestions for more regular cleaning, maintenance, and removal of litter and graffiti.

- **Improved Public Transport and Cycling Infrastructure** (416 comments)

Suggestions include more reliable bus services, especially to connect areas like Chandler's Ford, and safer cycle lanes to encourage active travel options.

- **Affordable Dining and Social Spaces** (391 comments)

Many respondents would like Eastleigh town centre to offer a range of affordable cafés, restaurants, and outdoor seating spaces were suggested to enhance the town's dining and social appeal.

- **Increased Leisure and Community Spaces** (362 comments)

Many respondents want to see a more engaging town centre, with new community spaces, events, and family-friendly areas. Popular ideas include a regular market, live music, pop-up shops, and additional activities for young people (with a focus on teenagers), as well as improved arts and cultural spaces.

- **Affordable and Accessible Parking** (218 comments)

Respondents advocate for free or reduced parking to encourage footfall. They suggest affordable parking options, especially for short visits, to make Eastleigh competitive with neighbouring town centres.

- **Revitalised Appearance and Historic Character** (61 comments)

Respondents would like to see improved shopfronts, more inviting streetscapes, and preservation of historic features to create a vibrant, appealing identity.

Imagine now that you're responsible for making improvements to Eastleigh town centre. What would you do?

(1756 responses - the following comments reflect a selection of positive suggestions)

Look at how accessible places are for people with mobility issues. Pedestrianise Market Street and High Street and hold regular themed events along both streets. Open a late-night cafe as not everyone wants to go to a pub or restaurant in the evening.

Bring all the empty shops and units into use even if just for temporary pop-up business or events such as local artist or clubs putting up displays. More flats like Postmark Place will help keep the area energised as high street use continues to change.

Improve pedestrianisation and introduce cycle lanes and greenery.

Offer reduced business rates to attract small businesses and shops. Vastly improve number and frequency of bus services to allow more people to move around the borough and town centre without cars. Consider a One Stop Community hub to promote and organise cultural and heritage events and activities.

I would pedestrianise High Street and Market Street, I would lower rents/rates in the swan centre and the streets to attract more independent and large retailers, at weekends, I would encourage local bands and musicians to perform in the bandstand. Reduce car parking charges, perhaps making it free at weekends, provide vouchers for free drinks if you spend a certain amount in shops.

Think big on the urban greening and empower local residents to do so in the nearby streets - more community gardens. More vibrant places to shop, eat and drink and involve local artists in the design of these. Be sympathetic to heritage of the town particularly with new builds.

Ensure it meets all age groups. Buses and improved service. A range of activities, shopping. Improved lighting and cleaning. Space for young people that meets their need with youth workers. Community cafe the is affordable and welcoming to support loneliness, with mental health trained staff. Activities that families can participate and afford.



Improve the environment of streets through more tree planting, pocket parks, public art and lighting. Encourage a better-quality range of shops and places to eat and drink, particularly during the evenings. Better connect the Swan Centre leisure complex with the park and The Point. More outside spaces to eat, particularly during the summer. I'd also encourage more residential development within the town centre, as this would help make it more attractive for new businesses to setup to serve the increased population.

I would make it much greener visually and by reducing cars much greener for the environment. I would like to see a cafe culture with unique shops and cafés that have a focus on recycling and being green. Also just making the town much cleaner and prettier and hopefully then encouraging residents to be proud of the town to keep it pretty and clean.

Continue to invest in arts and culture, maybe more colourful public art / murals or projects on display. Turn the old museum into something open to the public, like a gallery.

I would create a dedicated and low cost/ subsidised area for micro-businesses not currently represented - both consumer and B2B enterprises to encourage innovation and diversity in the town centre.

Invest in the town centre. Encourage new businesses into the town to stop it falling into further decline. Offer community organisations empty let's to utilise the space (Andover has done this in their shopping centre with a Men's Shed etc..)

Better quality shop signage, needs to look inviting and quality like Winchester.

I would look at how we could bring more life into the town, how we could connect communities, support our young people. Bring more events into the town centre which then brings the town together - markets are a great shout for this (but people have to know about them) and I would make a sustainable framework so these things would not just be one off but instead would be embedded into the town, so it becomes normal rather than only when funding is available to do it.

I would pedestrianise high street and market street. I would encourage shops out of the swan centre and onto these streets by allowing renovations of existing buildings that aren't of significant importance etc. i.e. two storey shops with apartments above. Ideally, I'd not have the Swan Centre as it divides the town and distracts from the high street and market street offer.

Take out the through traffic. Redesign the current gyratory to make more public space giving priority to public transport. Implement high quality walking and cycling links to suburbs. Implement LTNs in surrounding areas. Rationalise car parking and charge parking charges to encourage modal shift. Set a design guide for the public realm to address the car centric urban realm.

Pedestrianisation of the High Street to link the Swan Centre with the park and The Point, with trees, seating, planting. Alter the junction by Lidl/M&S to be safer and make traffic flow better, improve cycle routes into the centre from Bishopstoke.

Lower shop rent prices to attract a more diverse and interesting array of shops and eateries. Create a music venue to attract touring bands and artists in a similar vein to the joiners in Southampton. Create a skate park to attract young people to the town which will in turn create local business and also make the area safer at night.

Provide a regular bus service between Eastleigh and Chandler's Ford. Make Swan Centre units more affordable so that the empty shops are filled with new businesses.

Fill empty shops - allow local makers, producers and business owners to have pop-up shops. Shared shop rental spaces. Pedestrianise High Street and create a cafe culture, outdoor seating, eating, greenery, planting.

Update the tired Swan Centre, fill the empty shops, have the market back in town, allow cafés and bars more space outside, put more flower planters around the place.

Be more community minded. It's (Eastleigh) not flush with money but there are some good people here. We need to be doing more to encourage commuters to want to move here. The train links to London and the fact it's only a couple of stops from Winchester is a good selling point. Better independent food and drink spots, more innovative use of the high street - better mix of budget and high-quality shops. Having more initiatives that encourages local businesses to be more connected with the local people. Utilising the local arts venue more and bringing that out into the high st. - make the high street more vibrant and community centred.



I would invest in how it looks, at the moment it is very grey, I would aim to go for wards like the town in bloom, give the place lots of colour, and update the high street and market streets they look less run down. I would encourage businesses that attract parents with young children to come in, and then the chances are that they spend money, on drinks or food. Update the closed down shops, even if they stay closed for a while, put some nice artwork in the windows or something, so they don't look so empty and desolate. When Debenhams in Winchester closed, they put lots of window graphics in about Winchester and what there was to see. Why not do things like this, tell the story and history of Eastleigh, celebrate it as a town.

More welcoming to young people  
- they need free things to do.

Pedestrian first approach. Allow local businesses to set-up pop-up shops in void spaces, to promote business. This would allow local businesses to start-up, with emphasis on free spaces/cheap spaces, local residents. Some businesses might have a lot of success, so they might setup a shop nearby in the town centre after the short tenure. Tidy up curtilage for attractiveness, a lot of the historic buildings are covered by modern design, which causes the town centre to lose a lot of heritage. Promote the town centre, business by business weekly. Seeing the people behind these businesses and their story locally might improve footfall, as residents support and back local business. Improve leisure offering (e.g. crazy golf, axe throwing).- improve independent offering of retail. Increase greenery in the centre of town(lack of trees, bushes, wildlife, flowers).- decreasing the 'concrete' feeling. Improve traffic into the centre of town, this can be off-putting for short/long term visits. Reduce/offer free parking, this has been successful in Whiteley. Improve access to seating in open greenspaces. Improve play-park equipment (Leigh road).- de-urbanise the centre. Emphasise historic heritage (e.g. statues, information boards, historic trails, nature trails, re-opening of Eastleigh museum).Ease of access to M&S/ALDI from the town centre, it can be quite difficult to cross this road.

Make it greener, encourage wildlife, prettier with lots of plants,hanging baskets, prettier paving more artistic and individual, more independent shops quirky a diverse range .A cross between Winchester, Romsey and Brighton. Make it well known for something in particular to encourage people to come for example Brighton has the lanes. Encourage a welcome inclusive vibe for all. Improve transport in and out of the town allowing for more markets and pedestrianisation. More undercover seating areas. Cheaper parking. Keep historical feel in the town .Highlight the importance of the railway and spitfire connections. Get rid of old ugly grey concrete buildings. Something more in keeping with a railway town even with a modern twist. Mindfulness for people with additional needs or disability.

General modernisation. Think common shop signage styles/ guidance (think Winchester and how each store front has a similar feel). Try and embed more trees/plants up and down high-street/market street (think a bit like Whiteley, even if the plants are fake, make it feel more with nature). Clean up/modernise/ replace the shelter up and down market street. Explore opportunities for business rates or rentals of empty store fronts. How can we encourage local business owners to be sustainable. Too many just open and close. The more we can encourage foot traffic for local stores, that will draw the attention of national companies and make it more attractive for them to place stores in those locations, creating a positive feedback loop. Close the streets during summer months and allows restaurants to place outdoor seating into the roads, while ensuring good space for disabled access. Think European cities like Berlin, Paris where so much restaurant feels fresh, outdoorsy and civilised. This could involve raising the road UP to be level with the pavement, so it can more easily transition between pedestrianised and motorised (think Winchester town centre).

I would first and foremost make the Eastleigh Public library two stories, and add a cafe and toilets, and art centre area downstairs where local teachers and artists can hold workshops, like writing, or drawing. Etc.. I saw this at Enfield Town Library and it worked very well. Additionally, I would tear up a lot of the concrete and make the central area of the Swan Centre completely pedestrianised, and add green verges with plants, trees, flowers, and things for nature, like bird houses etc.. with art for visual interest. Next, I would invite a more diverse range of businesses to the main area so that there are more offerings to the residents of daytime eateries, cafés and shops, while also balancing pubs and dinner spots, for a safe night scene. Buses work really well so I wouldn't change that at all. Additionally, I would get rid of most of the vape shops as they encourage the wrong type of community clustering and result in large amounts of litter from the disposable cartridges.

Pedestrianise High Street and Market Street. More on street seating. Work with local colleges to encourage pop up shops and enterprise opportunities. Increase the variety of shops and eating places and bars. Keep bringing entertainment and festivals to the town. Bring back regular market.

Pedestrian the town centre making High Street and Market Street closed to traffic by upgrading the previous streets with paving. Work hard to market and create a town centre with a safe and attractive/ thriving cultural /cafe vibe with great independent restaurants and places to eat and rest with outdoor seating. Attract higher end independent shops creating a more prestigious look and feel.

Convert Town Centre/edge of centre properties to quality flats and build higher quality housing to attract more professionals to the Town which could, if such changes take place as expressed throughout this survey, lead to a positive upward spiral: more spending power from high footfall to generate more/better Town Centre offer.

Reduce rents so that all shops are full. Encourage more tables out on the pavements at cafés- nice feel. Make market street pedestrianised only - the parked cars make it ugly. Have better living accommodation over the shops - so more of a community feel. Plant a few more trees.

Make it easily accessible by public transport especially in the evening. A taxi from Chandlers Ford is far too expensive. I'd ban vaping, drinking & smoking in the streets & I'd give it a damn good clean. I'd also encourage new independent businesses by cutting business rates/rents etc.. I'd do the same with the Swan Centre. It's shameful how that is so underused & there are so many empty units.

I'd bring back the pedestrianisation of Market St and High St. I'd remove the road and level the whole area for pedestrians. I'd encourage independent restaurants to utilise the middle of the pedestrian area by adding a covered area down the middle of Market St and High St where restaurants could have tables outside. I'd bring back the market and add some interesting monthly markets with a theme...vintage traders, farmers markets, art market. I'd put the residents of the Sorting Office into empty spaces in The Point to make a larger artists studio that could hold community based workshops in The Point. I'd encourage independent creative shops.

The sorting office is a fantastic addition to the town centre (very lucky to have this) however it is hidden away in its new location. Maybe relocating to the town centre would be beneficial (the now disused museum would be a good idea). Also, as an individual who is working towards a creative career, I would like the opportunity to have access to a creative space. The residents of the sorting have been long established and don't make way for new individuals. Something like Factory Studio in Bournemouth would be amazing. Eastleigh has its heritage built on the railways, why is this not the main highlight of the town? Repurpose an old goods wagon on the rec could be used a coffee shop? Or maybe even places for creatives to work from?

Improve public transport for all. Better advertising for events. Be more inclusive for older residents who live further out of town.

**BRING BACK THE MUSEUM** Have activities there for kids, toddler groups, workshops, art exhibits, music evenings you name it.

Get empty spaces filled with interesting and exciting shops and services to entice people living in Eastleigh to return to the town centre and not take their money elsewhere. pop-up shops. A decent market. Swan centre needs upgrading somehow - quite miserable in there! Maybe some art installations in/around Eastleigh/swan centre. And library is a bit uninviting -would love to add interesting art, fill up the space, maybe think of other ways to get people in, dedicated craft and art spaces, etc., as the books don't seem to fill it up. (From when I was last there) More greenery, less parked cars, more inviting spaces. Safer multi storey car parks.

Improve the many broken links into town to make it more accessible to more people. You can't cycle in from Boyatt Wood without going over the Twyford Road railway bridge, which feels scary to anyone but the most confident riders. You can cycle in from Chandler's Ford along Leigh Road, but the main path in drops you onto the road at Brookwood Ave, and then you are forced to wend your way around wiggly back roads which are badly signed and really slow. Please stop prioritising cars at every opportunity. Prioritise pedestrians, people with disabilities, then cyclists. Invest in decent, regular, public transport. Disincentivize private cars.

Re-model the way the roads lead from Romsey Road through the bus station / Sainsbury's and the precinct. There's so much space here that is non-space, everything is geared towards the supermarket and it dominates the landscape. Make sure that the businesses as you come out of the station show what Eastleigh is about in the best possible way. Try and connect the town centre more with the river and the lovely green spaces.

# An Emerging Vision for Eastleigh town

The survey asked respondents to think about what they would want Eastleigh town centre to know for in 5-10-15+ years' time.

Survey respondents outlined several themes and aspirations for the future of Eastleigh town centre, emphasising a vision that blends community, diversity, safety, and vibrancy.

Responses reflect a future vision where Eastleigh is a welcoming, vibrant, and safe town centre, blending its rich history with modern amenities and a focus on sustainability, culture, and community. This emerging vision emphasises Eastleigh's potential to become a distinctive destination that attracts both local residents and visitors, fostering economic growth and community pride.

## **A Vibrant Destination**

**Survey respondents desire a variety of independent shops, high-quality retail, and diverse dining options that create a dynamic shopping experience. Respondents envision Eastleigh as a place offering both essential stores and unique, independent businesses.**

## **Community-Centric:**

**Many respondents envision Eastleigh as a town that caters to all ages, with family-friendly spaces and amenities. A strong community feel, where residents feel proud and connected, is central to this vision. Respondents want Eastleigh to host events and activities that bring people together, reinforcing a sense of local pride and inclusivity.**

## **Safe, Clean, and Welcoming:**

**Safety is a high priority, with respondents hoping for a safe and well-maintained environment. A welcoming atmosphere, and cleanliness, is seen as essential for fostering a sense of security and comfort for visitors and residents alike.**

## **A Cultural and Artistic Hub:**

**There is a strong interest in establishing Eastleigh as a cultural centre, with arts, music, festivals, and community events. Respondents see potential in developing spaces such as galleries, and live music venues to enrich the cultural landscape and appeal to a wide audience.**

## **Green and Sustainable:**

Many respondents highlight the importance of green spaces and sustainable practices, hoping to see more parks, pedestrian areas, and sustainability initiatives. They want Eastleigh to prioritise environmental friendliness with spaces for outdoor leisure, cycling lanes, and traffic reduction measures.

## **Historical Heritage with Modern Appeal:**

Recognising Eastleigh's railway heritage, many respondents want this identity preserved but complemented by contemporary developments, offering a balanced mix of old and new.

## **Accessible and Convenient:**

Improved public transport links and parking options are seen as crucial for making Eastleigh more accessible. Respondents want a town that's easy to reach and navigate, encouraging more visitors to stay, shop, and participate in local events.

# TOGETHER WE MAKE EASTLEIGH



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