

OSCOM Town Centre Workshop
5th March 2019

List of Key Issues

- Community driven / partnership approach needed
- Celebrate the unique features and quality of environment e.g. public realm, historic buildings, waterways
- Importance of gateway into town centre and links to public transport e.g. link between town centre and Romsey train station
- Know your town – importance of current data e.g. vacancy, footfall
- Positive vision for future to drive activity
- Develop a unique selling point
- Flexible planning policies with agility to respond positively to rapid market driven change
- Modern High Street – mix of retail/ residential/ leisure uses
- Attract existing town residents and workers
- Events and high quality experience/ offer is important
- Marketing and promotion to attract both businesses and customers
- Need to investigate relationship between landlords and tenants
- Independent retailer offer needs improving
- What does the future of our town centres look like and how do we get there – the importance of a vision and masterplan.