

# Romsey Town Council

Town Hall  
1, Market Place  
Romsey  
SO51 8YZ



## BUILDING & TOWN COMMITTEE MEETING

Minutes of the Meeting held on Tuesday 15<sup>th</sup> June 2021

**In the Chair: Councillor C. Wise**

### Attendance:

P. Cllr. D. Baverstock  
P. Cllr. J. Burnage  
P. Cllr. J. Cairney  
P. Cllr. M. Cooper  
P. Cllr. I. Culley  
A Cllr. N. Gwynne

P. Cllr. J. Critchley  
A. Cllr. K. Dunleavy  
- Cllr. M. Southey  
P. Cllr. J. Parker  
P. Cllr. C. Wise  
A. Cllr. S. Wilkinson

Chief Officer: Judith Giles  
Public: 2

Present:  
Debbie Forder – Events Manager  
Howard Brisland – Building Manager  
Lisa Mortimer - TCM

### 1. APOLOGIES

Cllr. N. Gwynne, Cllr. S. Wilkinson

### 2. CHAIRMAN AND VICE-CHAIRMAN 2021-2022

Cllr. J. Burnage proposed Cllr. C. Wise as Chair, seconded by Cllr. M. Cooper

**CARRIED**

Cllr. M. Cooper proposed Cllr. J. Critchley as Vice Chair, seconded by Cllr. M. Cooper

**CARRIED**

### 3. DECLARATION OF INTEREST

None

### 4. MINUTES

The minutes of the Building & Town Committee Meeting held on 13th April 2021 were confirmed as a correct record.

**PROPOSED:** Cllr. J. Burnage

**SECONDED:** Cllr. D. Baverstock

**CARRIED**

**Matters Arising** – Agenda Item 10. – Building Manager's Report. Cllr. I. Culley asked if Agreement with Fox & Sons regarding access, water shedding and repair of their end wall in Town Hall Courtyard is a Legal Agreement. The Building Manger reported it was not a Legal Agreement but a gentleman's agreement via an email. It was agreed to acquire a quote for a Legal Agreement. Agenda Item 17 – Well Being Event. Cllr. J. Parker queried the £600 grant by RTC to support the Well Being Events to be held in the Town Hall and asked if Romsey Extra residents would be invited. The Chief Officer reported the list of people to be invited is being carried out by Unity and all invitees are from the Romsey area. The £600 will fund at least 2 Well Being events with an average of 30 people at each.

It was **RESOLVED** to adjourn the meeting for Public Participation

**PROPOSED:** Cllr. J. Parker

**SECONDED:** Cllr. M. Cooper

**CARRIED**

*[Handwritten signature]*  
17 June 2021

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### **5. PUBLIC PARTICIPATION – 7.44P.M.**

Sylvia Robinson and Mary Greggains presented to the Committee further information they had acquired regarding looking for a proposed area in Romsey for tree planting to celebrate the Queen's Platinum Jubilee planned nationally for next year. Cllr. J. Parker suggested they contact other organisations such as "Wilder Romsey" and the Ashfield Partnership who are also looking to do something similar. Cllr. J. Burnage asked Sylvia Robinson to email her as herself and Cllr. N. Gwynne set up the Wilder Romsey Group. Cllr. J. Parker suggested putting a request in the Romsey Advertiser to see if there are any landowners willing to embrace this project.

### **6. ROMSEY TREE PLANTING CAMPAIGN RECOMMENDATION FROM FULL COUNCIL MEETING 25<sup>TH</sup> MAY 2021**

Romsey Tree Planting Campaign

Cllr. M. Cooper reported TVBC are looking at doing significant tree planting to celebrate the Queen's Platinum Jubilee and are currently researching appropriate land for this project.

### **7. ARCHIVIST REPORT – None**

### **8. REVIEW OF BOOKINGS**

The Events Manager reported bookings are on the increase, in particular weddings for 2021-22 COVID-19 guidelines permitting. A stream of enquiries are being received regarding hiring the Town Hall. On completion of the lift installation the Council Chamber will be more accessible to hirers.

### **9. TOWN HALL – COVID 19**

The Chief Officer reported the Town Hall continues to be open adhering to COVID guidelines.

### **10. FINANCE REPORT**

The Chief Officer presented Month 1. The Chief Officer reported a Public Works Loan for the Lift Installation of £100,000 has been approved by the Ministry of Housing, Communities and Local Government

### **11. PROPOSED LIFT INSTALLATION**

The Building Manager reported the new lift will be delivered on 23<sup>rd</sup> June 2021 and the Contractor will work thru' the weekend to install and commission. Cranfield offices are now complete.

### **12. BUILDING MANAGER'S REPORT (Appendix 1)**

Cllr. I. Culley asked if Life Saving Equipment could be located at Sadler's Mill. It was stated Sadler's Mill is not in Romsey Town, but Romsey Extra. Cllr. J. Parker reported he will ask the Test Valley Community Safety Group .

### **13. STAFF AWARD**

On behalf of the Council, The Chief Officer presented Howard Brisland, Building Manager with an award to thank him for all his hard work and extra hours he has worked to ensure the lift installation project is completed in a proper and timely manner.

Handwritten signature of E. Culley  
17 August 2021

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### **14. TOWN CENTRE MANAGER'S REPORT (Appendix 2)**

Cllr. I. Culley asked if The Piazza could have extra cleaning, due to more usage by people using the various cafes table and chairs to eat and drink outside. The Chief Officer reported this was already under review by TVBC. She will forward Cllr. Culley's comments to relevant TVBC Officer.

### **15. ROMSEY TOURISM AND COMMUNITY HERITAGE APP**

**RECOMMENDATION:** It is **PROPOSED** by Cllr. D. Baverstock and **SECONDED** by Cllr. J. Parker a sum of £2,500 be granted to support the Romsey Tourism and Community Heritage App. This grant will be taken from Cost Centre 125 - Town Centre Manager – Cost Code 5405

#### **RESOLUTION NO. 21/01**

It was **RESOLVED** a sum of £2,500 be held in Earmarked Reserve to support the Romsey Tourism and Community Heritage App. These funds will be taken from Cost Centre 125 - Town Centre Manager – Cost Code 5405

**PROPOSED:** Cllr. D. Baverstock

**SECONDED:** Cllr. J. Parker

**CARRIED**

### **16. THE HUNDRED, ROMSEY**

Cllr. M. Cooper reported Cllr. R. Oppenheimer – Executive Member, HCC Highways Operations will make a decision regarding the re-opening of The Hundred on 17<sup>th</sup> June 2021. It is anticipated it will re-open sometime after 19<sup>th</sup> July 2021. He has asked that if any funding is available that The Hundred be upgraded to tie in with the Market Place Piazza, including the same palette of materials, removal of kerbs, widened pavements, a level surface throughout and a narrow, traffic calmed running lane for vehicles.

### **17. EMERGENCY PLANNING GROUP**

The Chief Officer reported the vaccination centre at the Crosfield Hall is now closed. The Emergency Plan Group continue to inform the public via social media of any situations which may arise that would be of public interest i.e. inclement weather/flood warnings etc.

**Meeting closed 9.08p.m.**

*J. Culley*  
17 August 2021





# Romsey Town Council Att 1

Town Hall  
1, Market Place  
Romsey  
SO51 8YZ



Tel: 01794-512837

Email: [howard.brisland@romseytc.org.uk](mailto:howard.brisland@romseytc.org.uk)

## Building Manager Report to Building and Town Committee 15<sup>th</sup> June 2021.

1. **Main Staircase** After removal of existing stairlifts decoration has been made good. A new carpet has been fitted. New handrails still to be fitted.
2. **Court Room** There is now a problem with traffic noise due to the extra ventilation necessary. I have purchased an Air Quality Monitor to indicate when additional ventilation is required. I will be investigating a forced extraction system.
3. **Covid Working** I am still regularly checking the information updates from both the Government and Health & Safety Executive. The Risk Assessment and guidance is then updated. This is taking an unprecedented amount of time.
4. **Lift** Building works now complete. Decoration in progress.  
Basement stairlift fitted.  
Council Chamber Stair Riser fitted.  
Main lift installation start date 21<sup>st</sup> June.  
Kitchen, Servery and Bar are being fitted out.  
Cranfield offices complete apart from lift fit out.
5. **Circular Bench Church Place/Chip Shop** Questions have been raised regarding its condition. This bench is ours. The others in Church Place are not. It is oak which is supposed to weather and no preservative treatment is recommended. It suffers from the lack of sunlight to dry it out and the leaves and droppings from the tree collect in the gaps and provide damp spots which promote rot. I have repaired it in the past and discussed with the original manufacturers if spare parts are available. Sadly not. TVBC have now agreed to clean this area more thoroughly.

I have yet to carry out the annual survey of street furniture. I then assign tasks to various contractors as required. (In reality I constantly look at all our assets whilst on my wonderings around our Town!).

To sum up. This bench is on my radar! I will decide in the near future if replacement is appropriate. I would then ask B&T that we use CiL money to purchase a new one. Then the material of construction could be considered.



Lisa Mortimer MRICS - Romsey Town Centre Manager

Report to Romsey Town Council Building and Town Committee - Tuesday 15<sup>th</sup> June 2021

Item No	Subject	Report
1	<b>General commentary</b>	<p>Since my last report to your 13<sup>th</sup> April 2021 meeting, we are now into Step 3 on the roadmap out of lockdown, which commenced on May 17<sup>th</sup> permitting non-essential retail, hospitality with outdoor and indoor serving areas, personal care, libraries, community centres and leisure centres to re-open, as well as sporting events.</p> <p>The successful vaccination programme has seen a rapid decrease in Covid cases, hospitalisations and death, with over 50% of the population now being vaccinated with both doses of vaccine. It is still therefore hoped that "near normal" can be achieved by June 21<sup>st</sup> with the lifting of all restrictions on social contact including on weddings and other life events.</p> <p>Guidance on working from home will also be reviewed although many firms will still be adopting a "hybrid" working approach post June 21<sup>st</sup>, including Test Valley Borough Council. Working from home is still seen as one of the most effective ways to reduce the transmission of the virus.</p> <p>However latest statistics from ONS (4<sup>th</sup> June) show the highest number of daily COVID cases in UK since 2<sup>nd</sup> March. The number of people infected with Coronavirus in the UK has risen by as much as two-thirds in the week to 29<sup>th</sup> May. There are concerns that the Delta variant is fuelling the rise in infections and thus potential increased hospitalisations and sadly deaths.</p> <p>A decision on Step 4 out of lockdown is expected on 14<sup>th</sup> June.</p> <p><b>Retail Statistics</b></p> <p>The Office for National Statistics has reported the following:</p> <ul style="list-style-type: none"> <li>• Retail sales volumes grew sharply in April 2021 with a monthly increase of 9.2%, reflecting the effect of the easing of coronavirus (COVID-19) restrictions including the re-opening of all non-essential retail from 12 April in England and Wales and from 26 April in Scotland.</li> <li>• Non-food stores provided the largest contribution to the monthly growth in April 2021 sales volumes, aided by strong increases of 69.4% and 25.3% in clothing stores and other non-food stores respectively.</li> <li>• All retail sectors reported a fall in their proportions of online sales as physical stores re-opened during the month; as a consequence, the total proportion of sales online decreased to 30.0% in April 2021, down from 34.7% in March 2021, with a large decline in food stores of 11.4%. Feedback from retailers has indicated that the easing of hospitality restrictions had affected sales in this sector.</li> </ul> <p>Longer-term comparisons show the continuing impact of the pandemic. Non-store retailing (i.e. retailers with no physical store presence) was the</p>

		sector to report the largest growth in sales of 56% when compared to April 2019, which highlights a change in consumer behaviour caused by restrictions on retailing during the pandemic.
2	<b>Around the Town Centre:</b>	<p>Local non-essential retail and hospitality premises have now opened for customers both externally and internally, albeit social distancing and face coverings remain in place. The Piazza continues to be a popular venue for people to socialise in an outdoor setting and has quite a “buzz” about it, creating a fresh and vibrant ambiance.</p> <p>Parking charges have now been re-introduced in TVBC administered public car parks (since 12<sup>th</sup> April).</p> <p>Crosfield Hall has now closed as a vaccination centre after administering nearly 30,000 doses of vaccine.</p> <p>The closure of non-essential retail, personal care and hospitality venues has had a considerable financial impact on businesses in the Town, even with grant and additional loan payments.</p> <p>On 16<sup>th</sup> April The Government published its Welcome Back Fund Guidance, which makes £56m of ERDF funding (European Regional Development Fund) available to Local Councils to support the return to the High Streets safely. This might encompass adopting retail e-commerce platforms in order to augment retailer’s revenue potential. David Gleave, TVBC, is investigating this potential funding avenue, as it appears other Authorities may be using this source for this purpose.</p> <p>It remains to be seen as to whether this package of funding measures will see a resurgence in retail sales on the “bricks and mortar” High Street. Early data has shown that consumers are still adopting a hybrid approach, particularly in terms on non-grocery items.</p> <p><b>La Parisienne</b> marquee structure (erected under Permitted Development Rights) adjacent to the main building is still in place, although it does not appear to be quite so busy now that indoor dining is permitted.</p> <p><b>No 7 Market Place</b> – Upload Printing has been fitted out and is now trading providing a range of printing and embroidery on clothing and a number of other materials. <a href="https://uploadprinting.com/">https://uploadprinting.com/</a></p> <p><b>No 9 Market Place – Café Fresh.</b> Table and chairs licence granted to place tables and chairs on a designated area on the Market Place. No issues reported at the time of writing.</p> <p><b>No 10 Market Place</b> – former HSBC Bank/Kutchenhaus retail unit now vacant and being marketed to let by Savills</p> <p><b>11 Church Street (Former Abbey Hotel – ground floor)</b> fit out complete and new Kutchenhaus now trading</p> <p><b>14 Market Place (former Santander Bank Building)</b> – The Exchange. Now open for indoor and outdoor dining – mixed reviews Table and chairs licence granted to place tables and chairs on a designated area on the Market Place. <a href="https://theexchangeromsey.co.uk/">https://theexchangeromsey.co.uk/</a></p>



**15 Market Place (Josie's)** - Existing table and chairs licence in existence to permit tables and chairs on a designated area on the Market Place. Listed Building consent has been granted to install an awning to the G/F front elevation. Slight spacial issue on a Sunday with the Makers Market, but Michael White at TVBC appears to be on top of this and has spoken to Josie's. The situation is being monitored.

**16 Market Place (Costa)** - Existing table and chairs licence in existence to permit tables and chairs on a designated area on the Market Place. There do not appear to be any issues with spacial incursions on market days (including on a Sunday). The matter is being kept under review.

**White Horse Hotel** - On the market with Savills with an asking price of £4million

<https://search.savills.com/property-detail/qb0457s25849>

**25-26 Market Place (Café Nero)** – no table and chairs licence in existence for these premises, a small number of outdoor seating is provided. Michael White is aware and is looking to regularise the position

**3 The Corn Market (Tudor Rose)** – pavement licence granted to permit tables and chairs to be located opposite the Tudor Rose on the Corn Market. Although taking up some potential market stall space, Mark Hall is content that the layout is being re-configured when the market is in operation and has had no issues as yet.

### **The Piazza – External Seating Licences**

In view of the considerable number of table and chairs licences that have been granted, I had had formally written to Michael White – TVBC Licensing Officer to ensure that table and chair licensees had been made aware that the Charter Market stall holders on Tuesday, Friday and Saturday and the Makers Market traders on Sunday had priority to use the Market Place and Cornmarket on their operating days. He has confirmed that their licences contain the appropriate conditions and he is monitoring the situation. Chris Lewis from Environmental Health at TVBC, has also sent officers to check that the spacing between tables etc is appropriate under the current COVID restrictions and has reported that his team are content with the current arrangements, although this matter is under constant review, including continuing site visits.

### **Town Centre Matters**

**No 1 The Hundred – Boots.** The freehold interest subject to a 10 year lease to Boots was being offered for sale by Allsops 6,271 sq ft (lettable area). Current rent per annum £85,000. It is believed that the investment is still for sale as it did not sell at auction.

<https://auctions.allsop.co.uk/lot-overview/freehold-town-centre-pharmacy-investment-in-romsey/c200330-124>

**7 and 9 The Hundred** - M & Co have now vacated No 7 and have reduced their operations into No 9 . The investment (7-9 The Hundred) was until very recently being offered for sale at £1.8m, but has now been withdrawn. It looks as if dilapidations works are being undertaken,

presumably prior to full marketing.

**14. The Hundred (Former Clarks)** now let by Primmer Olds to Grape Tree an upmarket health food retailer. <https://www.grapetree.co.uk/>

**Lease Start Date:** 28/05/2021

**Rent:** £45,000 per annum. (The property was advertised at an asking rent of £50,000 per annum)

**Lease length:** 10 years only.

**Expiry:** 27/05/2031

**Incentives:** 3-months rent-free.

**Size:** 1,473 sq.ft. (NIA)

**ITZA:** £55.45

**14. The Hundred** Ref: 21/00560/FULLS Change of Use from shop store to 4 bedroom flat share/house in multiple occupancy (HMO) with associated works (above former Clarks)

**34. The Hundred** (Former Carphone Warehouse) still vacant. Application for a Lawful Development Certificate for a Proposed Use - use of ground floor of building as a restaurant has been withdrawn. Let Agreed via Trinity Rose Surveyors for a new lease.

[https://www.trinity-rose.co.uk/wp-content/uploads/2021/05/rps\\_chr-COM210041-1.pdf](https://www.trinity-rose.co.uk/wp-content/uploads/2021/05/rps_chr-COM210041-1.pdf)

**37. The Hundred** (Former Charters Estate Agents) – now let to Parker Bullen Solicitors

**80. The Hundred (Former Koh Tai restaurant)** – still vacant and being marketed by Savills

**3. Stirling Walk** (former Solent Cleaners) – vacant. Planning permission granted on 21<sup>st</sup> May 2021 21/00847/FULLS Retention of 4 windows installed in north elevation at ground and first floor levels

The refurbishment of **1-13 Portersbridge Street** are completed with Number 1 being let already. The properties, which are owned by TVBC, are leased to Valley Housing Ltd, which is the Authority's housing management company. The cottages are available for private rent through Winkworth Estate Agents.

<https://www.winkworth.co.uk/properties/lettings/portersbridge-street-romsey-so51/ROM210072>.

Vandalism still seems to be an ongoing problem in the Town Centre as well as an element of anti-social behavior. There have been a couple of Dispersal Orders for the Town made since my last report and the police are keeping this issue under scrutiny.

3	Town Centre events and markets:	<p><b>Romsey Makers Market</b></p> <p>The Sunday Romsey Maker's Market in the Piazza and The Cornmarket has proved to be popular with both residents and visitors alike. More stalls are being proposed (social distancing accepted), with a variety of local arts and crafts being showcased. Buskers also form an integral part of this market, adding to the ambiance of the market.</p> <p><b>Romsey Market</b></p> <p>Mark Hall at Bradbeers has confirmed that the Romsey Market held on a Tuesday, Friday and Saturday remains popular with a growing waiting list. He has re-organised the layout and has introduced new stalls such as jewelry and bags to re-invigorate the retail offer.</p> <p><b>Romsey Antiques Market</b></p> <p>A provisional date of Sunday 23<sup>rd</sup> July has been reserved for an Antiques Market. The operator will be responsible for applying for and paying the fees for the appropriate street trading licences and road closure permits. Further markets are planned for October and December (restrictions allowing). An application for the requisite street trading licence has been submitted to TVBC for the July event. The application is now out for consultation.</p> <p><b>Beggars Fair 2021</b></p> <p>The Beggars Fair Committee has resolved to hold a virtual event on Saturday 10<sup>th</sup> July, featuring local bands, break-through acts etc.</p> <p><a href="http://www.beggarsfair.org.uk/line-up/">http://www.beggarsfair.org.uk/line-up/</a></p> <p>The online event will be live-streamed through the Beggars Fair YouTube channel throughout the day</p> <p><b>Health and Well Being Event</b></p> <p>A proposed health and well- being event is planned for end of August at the Town Hall (restrictions allowing). A small number of residents around 30 in number will be invited on a first come first served basis with tea and cake to be served. Next Meeting 8<sup>th</sup> June to firm up on format etc.</p> <p>Date: Wednesday 25<sup>th</sup> August confirmed as date for first event. Time: 1.00p.m. – 3.00p.m.</p> <p>If successful this event could be rolled out to other areas within Test Valley and so we are looking to the Romsey Event as a "pilot".</p> <p>Mayors Picnic - <a href="http://www.romseyfestival.org/events/mayors-picnic/">http://www.romseyfestival.org/events/mayors-picnic/</a> Sunday 18<sup>th</sup> July</p> <p>Romsey Festival <a href="https://www.romseyfestival.org/">https://www.romseyfestival.org/</a> - Saturday 3<sup>rd</sup> July to</p>
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		Sunday 18 <sup>th</sup> July.
4	<b>Temporary closure of the Hundred &amp; other highway matters</b>	<p>Karen Brisley responded on 16<sup>th</sup> April on behalf of Stuart Jarvis to the letter that I had sent to HCC on behalf of the Town Council on 7<sup>th</sup> March 2021. A copy of Karen's e-mail response was circulated to Members.</p> <p>In Karen's response, she had admitted that there had been no Environmental Impact Assessment undertaken prior to the closure of The Hundred because it was an emergency situation. She did however reiterate that the last formal traffic survey in 2016, 230 vehicles an hour were using the Hundred between the hours of 09:00 to 17:00. That means 1840 vehicles were using the Hundred during each 8 hour working day.</p> <p>Since 2016 further development has been completed at Abbotswood and Kings Chase. With the closure of the Hundred, 1840 vehicles a day are having to use the alternative routes with far more residential properties affected and more congestion in Duttons , Malmesbury and Alma Roads.</p> <p>Further correspondence has been taking place between Councillor Cooper and the County Council in respect of the closure of the Hundred. Stuart Jarvis and Jakub Styszynski of Hampshire County Council have advised that the consultation returns are being analysed and a report will be prepared for the Executive Member for Economy, Transport and Environment Decision Day meeting on Friday 29<sup>th</sup> July.</p> <p>It is presumed that to help inform any decision, the report will contain an Environmental Impact Assessment to fully consider the impact of diverting at least 2,000 cars a day past many more residential properties on a far longer route.</p> <p>I have seen at first hand the traffic chaos that occurs outside the NatWest Bank with cars and lorries trying to turn round and vehicles trying to drive down Bell Street.</p> <p>I have also been made aware of the considerable additional time and disturbance deliveries to the Co-op cause as delivery vehicles are no longer able to stop outside the store.</p> <p>I was considering whether it might be appropriate to contact all the traders affected by the closure of the Hundred to gather their actual views in readiness for the County Council's report being published.</p>
5	<b>Meetings Attended</b>	Attached is a schedule of meetings I have attended since my last report and planned meetings (so far).
6	<b>Potential on line trading platform for Romsey Businesses "Bricks and Clicks"</b>	On the Multi-Vendor Retail App, Nick Adams-King was less keen and feels that more market research should be undertaken to see if we want to go down the directory or MVA route. His feeling was the directory route might be more appropriate, in terms of costs and potential onerous set up for businesses. More research is required to see if local businesses have an appetite to adopt this initiative. Meeting with TVBC scheduled for 7 <sup>th</sup> June to discuss further.



		<p>Meanwhile “Snappy Shopper” App has been introduced for convenience shopping encompassing Mercer Way Stores in Romsey  <a href="https://www.snappyshopper.co.uk/">https://www.snappyshopper.co.uk/</a></p> <p>Tap in your postcode and order groceries from your local store, then let Snappy Shopper deliver directly to your door from as little as 30 minutes.</p> <p>Delivering from convenience stores including Nisa, SPAR, Premier, One Stop, Costcutter, EVF and co-op food.</p> <p>With 700 existing Snappy Shopper retailers, the service has quickly become the UK’s fastest growing local store grocery delivery service.</p> <p>The App can be downloaded from Google play or the App Store.</p> <p>This is just an example of the continuing trend of consumers using a hybrid approach to their shopping needs, encompassing both physical and virtual solutions.</p>
7	<p><b>Work with the Romsey Future Tourism Group and Proposed Romsey Tourism &amp; Community Heritage App</b></p>	<p>I attach a copy of the presentation which I presented to the Romsey Future Board on 17<sup>th</sup> May for the development and implementation of a Romsey Tourism and Community Heritage App.</p> <p>If successful, it is proposed that the App will be rolled out throughout Test Valley, but will be piloted in Romsey first. To start all Romsey venues and attractions will be invited to be a part of the App. As we progress more trails and attractions added, such as Heritage, Disabled, Children’s, Nature and so on. More venues can be added when the App is up and running.</p> <p>At the RF meeting it was discussed that the Romsey &amp; District Society, had earmarked a sum for the Wi-Fi Romsey Smart Town project, but it was felt that this money would be better deployed to the Tourism App project. The Romsey Future Board supported this. LM would be happy to present to the Romsey &amp; District Society in this regard.</p> <p>The outcome of the Romsey Future meeting was that a decision was taken in principle, by the Board, to help fund and resource the development and implementation of the Romsey Tourism App through Romsey Future.</p> <p>The RF Board felt that the Tourism App is a “quick win” for the Romsey Future project and can be implemented quite quickly. LM re-iterated that research from TSE shows that tourism websites are increasingly superseded by smart phone Tourism Apps, which are more agile and intuitive.</p> <p>It is proposed that The App will be developed utilising the technology already deployed with great success by Buckingham Town Council and is designed to attract both physical and virtual visitors to Romsey and the surrounding areas. Please see the link below for more details on the Buckingham TC App.</p> <p><a href="https://buxplore.web.app/">https://buxplore.web.app/</a></p> <p>We hope that the development of this App will promote and support local tourism as well as appealing to the staycation market, which is set to thrive through 2021 and into 2022.</p>



		<p>Next Steps are</p> <ol style="list-style-type: none"> <li>1. The establishment of a project team and lead</li> <li>2. Undertake market research to establish demand</li> <li>3. Scope the requirements</li> <li>4. Prepare an outline specification</li> <li>5. Obtain cost estimates</li> <li>6. Procure a contractor to build and maintain the App</li> </ol> <p>As a result of the outcome of the meeting Step 1 (above) has been implemented with Dave Tasker now leading this initiative at TVBC officer level and Cllr Baverstock heading up the project group on behalf of Romsey Future.</p> <p>After a meeting with David Gleave on 7<sup>th</sup> June ongoing data management of the App is proposed to be through TVBC's contract with Tourism South-East and resourcing from the Romsey Visitor Information Centre. Romsey Town Council can also input into the management of the App as we would for the maintenance of the Visit Romsey website.</p>
9	<p><b>Cruise Passenger &amp; Local Tourism</b></p>	<p>As part of the Romsey Future Tourism Group and working in conjunction with Tourism South East, my idea is to explore ways as to how we might generate more tourist income from call in cruises and also an often forgotten opportunity with local residents, by creating reciprocal tourism within the local area.</p> <p>The challenge of keeping passengers from calling cruise ships 'local' has been a challenge that colleagues at Visit Portsmouth &amp; Visit Hampshire are continually trying to solve. The lure of tours to Stonehenge, London and even Bath sadly often overshadow the fantastic attractions that we have on our doorsteps.</p> <p>With the eagerly anticipated re-start of the cruise market and the popularity of staycation cruising, I had written a paper (attached as an appendix to this report) with my initial thoughts around the theme of Wessex Tours, which has been met with great enthusiasm and support from members of the Tourism Group and TSE.</p> <p>I have already run this idea past Portsmouth International Port and their Head of Passenger Operations, who would be keen to be involved in the evolution of this project, particularly as the Port is now attracting more "boutique" type cruises and an increasing number of call in cruises.</p> <p>The development of the Romsey Tourism App is an integral part of this initiative, as most passengers book their tours at the time of booking their cruise or whilst on board. Having an App that can be downloaded whilst on board can aid visitor choices as to which tours they would like to take before setting foot on shore.</p> <p>David Gleave and I met with Andrew Bateman from HCC Tourism on 7<sup>th</sup> June and an accord was struck whereby it was agreed that we should</p>

		<p>work together on this initiative to secure the best possible chance of attracting cruise passengers to Hampshire attractions to include Test Valley. Once again it was felt that a "pilot" should be rolled out between Portsmouth International Port and using Test Valley venues for a trial run before "scaling up" this opportunity to the wider region. It was felt that Test Valley should be the Vanguard of this project.</p>
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LM 09.06.2021





## Wessex Tours

day trips for call in cruise passengers and local residents



## **1 The Concept**

A group of local authorities in central Southern England, who are keen to increase visitor numbers and tourist spend, come together to offer day trips to their own local residents and to call in cruise passengers.

## **2. Background**

The Covid pandemic has made people realise that many have not explored or discovered many attractions in their locality. With targeted marketing and an inclusive offering, it should be possible to increase the number of locally generated visits and spend, more especially with the age profile and wealth in the region.

Portsmouth Port is seeking to increase the number of call in cruises to the port. In 2019, the cruise port had had about 50 ship calls with an estimated 50,000 passengers. Following the completion of Cruise Berth 2's expansion the port expects annual passenger capacity to increase to 150,000+ (100+ ship calls per year). Among the major cruise companies visiting Portsmouth are Viking Ocean, Ponant, Saga UK, CMV UK, Phoenix Reisen, Fred Olsen UK, Hapag-Lloyd, Silversea, Quark Expeditions, Noble Calendonia, FTI Kreuzfahrten, Sea Cloud.

Portland Port in Dorset had 41 calls in cruises in 2019 with an estimated 60,000 passengers. Over the last 10 years, the number of cruise ships visiting Portland Port has grown substantially from just 4 calls and 2,000 passengers in 2009 to the record-breaking figures for 2019. The largest vessel being the Norwegian Getaway, with nearly 4,000 passengers through to the 253 passenger vessel The Hanseatic Nature owned by Hapag Lloyd which is a brand new state of the art upmarket luxury expedition ship. It is estimated that in 2019, call in cruises to Portland Port brought about £5 million of economic benefit to the area

## **3. The Proposition**

Each participating local authority /tourist promoter draws up a list of potential visitor attractions and hospitality venues offering lunch and afternoon tea facilities.

An attraction or attractions would be paired with a hospitality venue and a 4/6 hour itinerary formulated that takes account of the seasons. An itinerary could be themed and cater for both local visitors and call in cruise passengers.

In order to utilise smaller hospitality venues, it is proposed that smaller luxury minibuses would be utilised, say 15 – 30 seater capacity.

During the out of cruise season, themed day trips could also be added with residents from one local authority going to another within the group.

Given the size of minibuses to be used, day trips could be marketed to extended family and work groups.



#### **4. Potential participants**

##### **Ports**

Portsmouth Port  
Portland Port

##### **Local authorities**

BCP (Bournemouth, Christchurch and Poole) Council  
Dorset County Council  
Eastleigh Borough Council  
East Hampshire District Council  
Fareham Borough Council  
Gosport Borough Council  
Hampshire County Council  
New Forest District Council  
Portsmouth City Council  
Salisbury City Council  
Southampton City Council  
Test Valley Borough Council  
West Sussex County Council  
Wiltshire County Council  
Winchester City Council

##### **Cruise lines**

Viking Ocean  
Ponant  
Saga UK  
CMV UK  
Phoenix Reisen  
Fred Olsen UK  
Hapag-Lloyd  
Silversea  
Quark Expeditions  
Noble Calendonia  
FTI Kreuzfahrten  
Sea Cloud

##### **Luxury mini bus operators**





**Harnessing the power of technology  
to  
deliver new marketing and sales opportunities  
for Test Valley businesses  
in the retail, service and tourism sectors**

**A presentation**

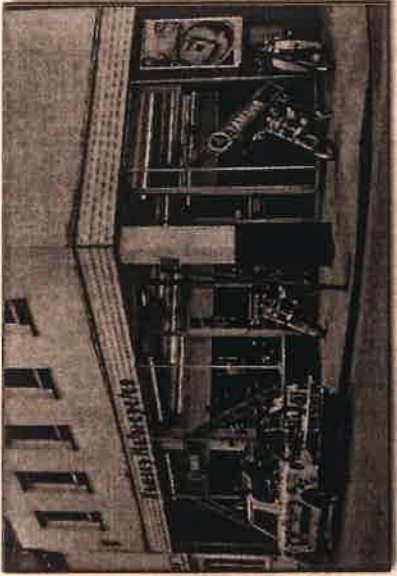
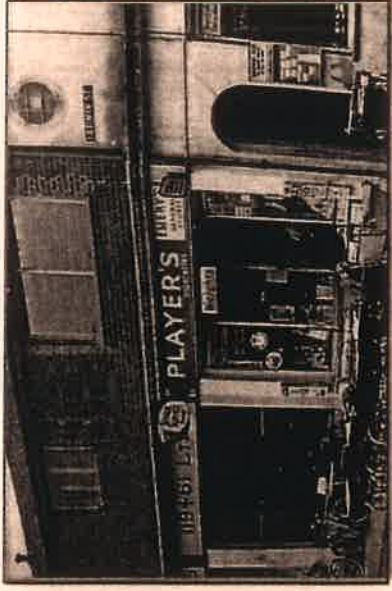
**to**

**Romsey  
Future** 

**Lisa Mortimer MRICS  
Romsey Town Centre Manager**



**The retail and business sectors have been continually evolving, the Covid pandemic has hastened this evolution.**

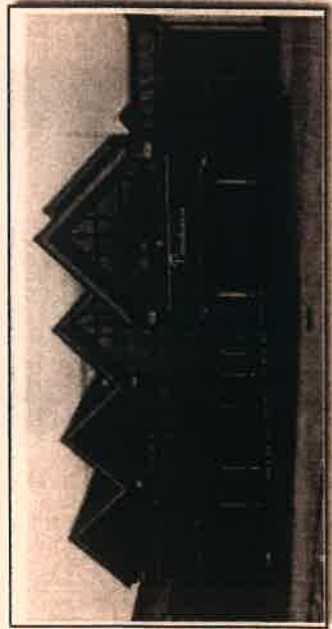
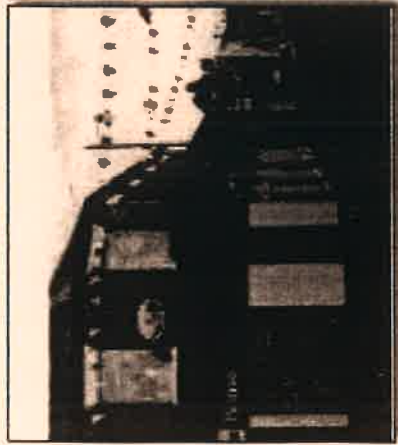


According to the Office of National Statistics, 35.2% of retail sales were on line in January 2021. It remains to be seen what volume of sales will remain on line with the reopening of businesses..





Harnessing the power of technology to deliver new marketing and sales channels as well as enable “value addition” and “keep the spend local”.





## Adding value



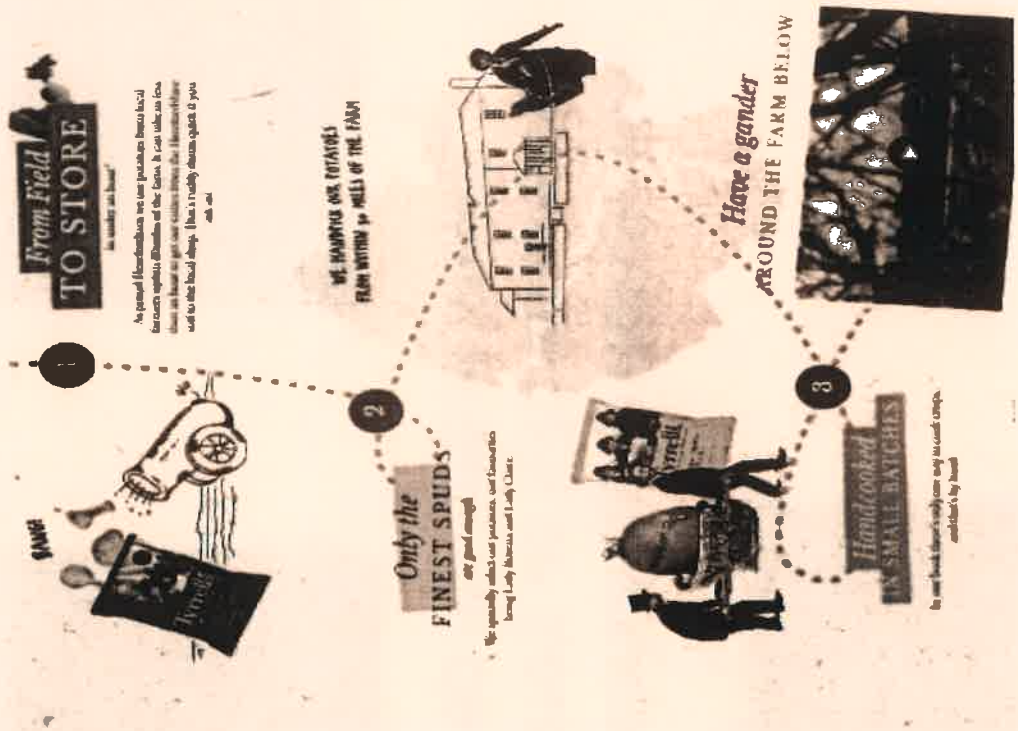
current average price paid to farmer  
£220/ton (£0.22p/kilo)



processed and retailing at  
between £8.25 to £15.11/kilo

a 3,650% to 6,768% increase in value

## Keeping as much of any spend local



# On line directory or multi vendor platform for the Test Valley businesses

**The on line directory**  
with links to individual  
business web sites with  
customers making  
purchases from  
individual businesses  
with click and collect or  
individual delivery  
arrangements



**The multi vendor web  
site/application**  
where customers can  
make purchases from a  
number of differing  
businesses through a  
single website or  
application with a  
single payment





## Multi Vendor Digital Platforms

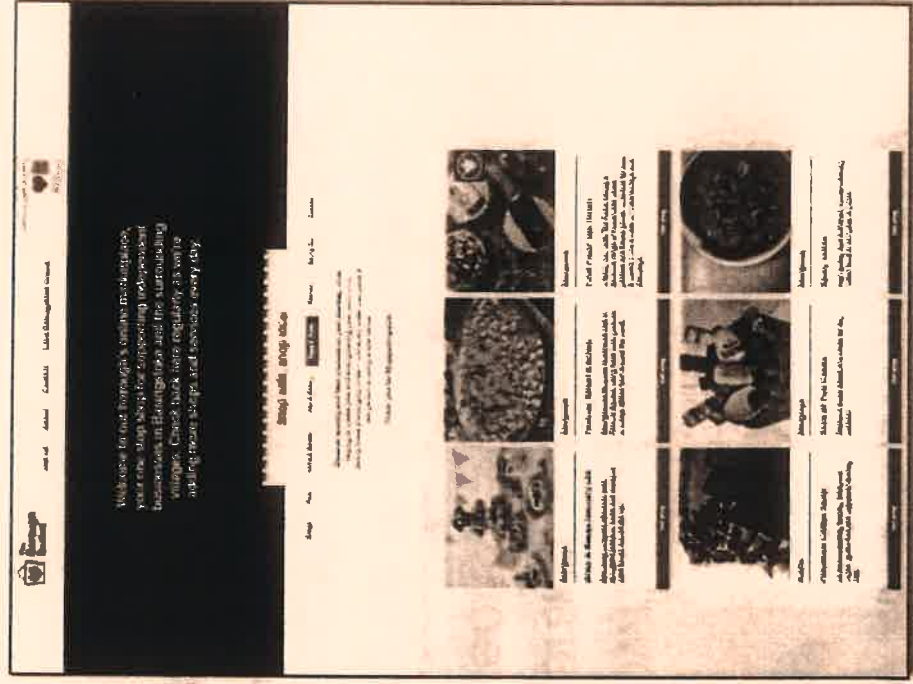
Digital offerings for towns have evolved from Wi-Fi enabled town centres through to on line directories . Digital on line platforms enable consumers to visit a number of local businesses through a single web site/app and make multiple purchases with one payment and delivery arrangement, examples include.



## The Henley Basket | Support your local retailers | Henley-on-Thames



## Risborough Basket



<https://theboroughbasket.co.uk>

## **Romsey/Test Valley Tourism and Community Heritage App**

The Covid pandemic with its lockdowns and closure of visitor attractions had given considerable impetus to utilising a variety of technology driven solutions to preserve an interest and limited income to an attraction with virtual tours or the use of new technology as part of an ongoing marketing campaign to ensure that visitors return. Some attractions have managed to combine both facets..

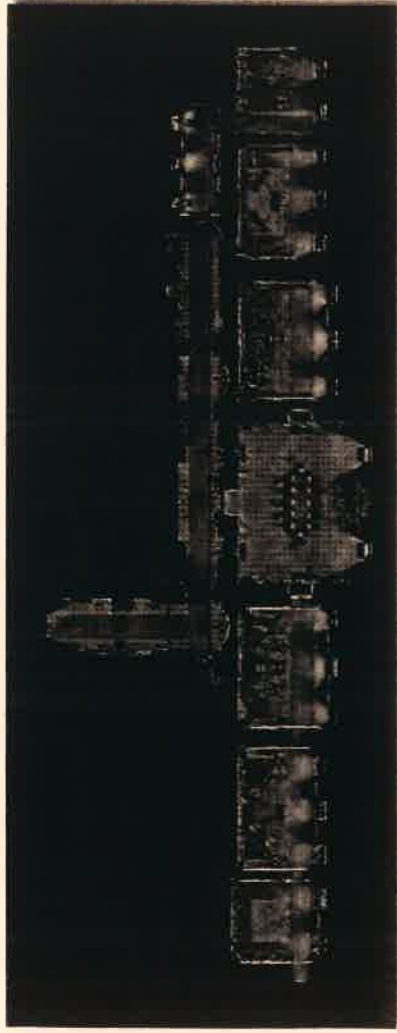
With the opening up of attractions once more, there is an opportunity to combine a virtual offering with reality.



## Romsey/Test Valley Tourism and Community Heritage App

The utilisation of technology covers a whole range of budgets from the rudimentary to high end productions that include the use of 3D technology.

One high end production is for Blenheim Palace, which even has its own YouTube channel alongside its virtual tour



[State Room tour by  
www.tourdimensional.com  
\(matterport.com\)](http://www.tourdimensional.com)



[Blenheim Palace - YouTube](#)

## **Romsey/Test Valley Tourism and Community Heritage App**

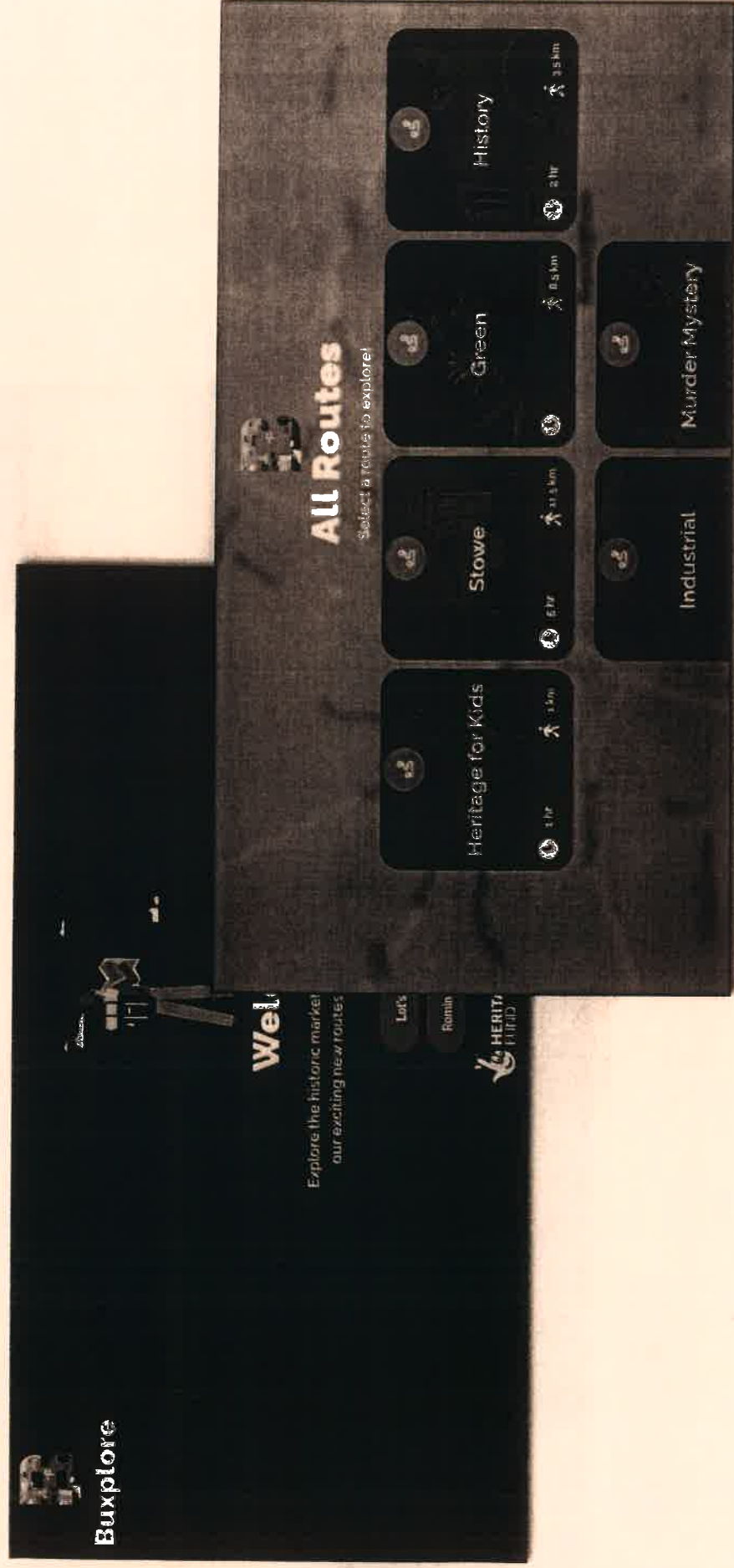
### **Proposal**

To seek funding for the development of a Romsey Tourism and Community Heritage web site and app, as a prototype for a wider Test Valley app, to promote and develop tourism in the Romsey area either through a physical or a virtual visit. This proposal is to increase visitor numbers to the area as well as tourist spend, possibly through a link up with Romsey's digital business platform.

Both physical and virtual visitors can access trails and tours through the platform of particular interest, such as heritage and garden trails for example. Each route gives information on places to eat and drink, toilets, parking facilities and information relevant to that particular trail.

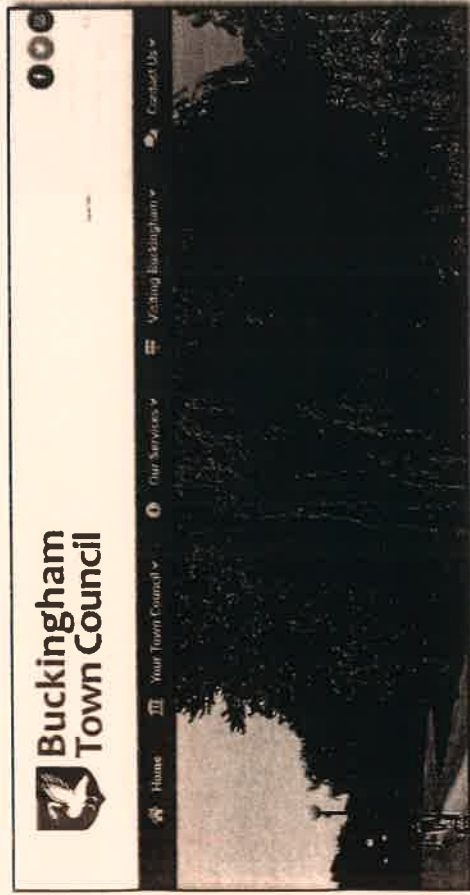
## An example of an existing tourism and community heritage app

Buckingham Town Council have developed a tourism digital platform (web App link below), which can also be downloaded through Googleplay.

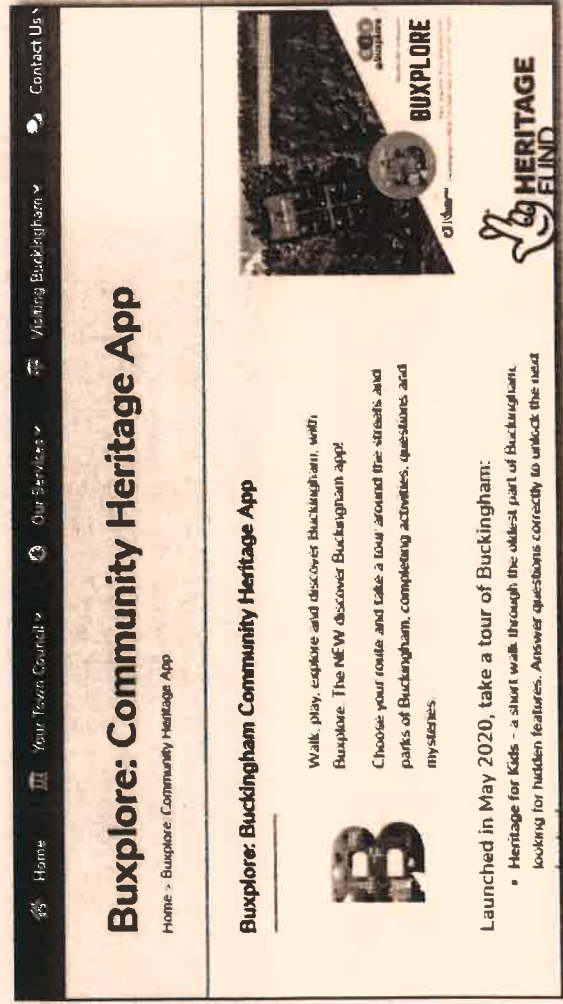


<https://buxplore.web.app/>

# A bit about Buckingham and its similarity to Romsey



Buckingham is located in the rural north of Buckinghamshire, UK, with an approximate population of 15,000 people and 6,200 homes.





## **Indicative costs of building and maintaining the Buckingham App**

I contacted Buckingham Town Council to research the development costs that they incurred and was advised of the following

App development - £5000

Graphic design - £2250

Other costs (marketing, copyright permission for image use etc) - £500

Long term costs to maintain the app are between £400 - £1400 per year,

Buckingham Town Council applied and obtained a National Lottery Heritage Fund Grant on £10,000 and the content for the App was put together by local heritage/history groups, library staff and students from one of the local secondary schools, who worked alongside staff from the Town Council.

Ongoing data management is provided by the web App developer and staff at the Town Council as a joint venture.



## **Next steps**

If an in principle decision is made to fund and resource the applications that have been illustrated, next steps will include:

- **The establishment of a project team and lead**
- **Undertake market research to establish demand**
- **Scope the requirements**
- **Prepare an outline specification**
- **Obtain cost estimates**
- **Procure a contractor to build and maintain the apps**

# Romsey Town Council

Town Hall  
1, Market Place  
Romsey  
SO51 8YZ



## BUILDING & TOWN COMMITTEE MEETING

Minutes of the Meeting held on Tuesday 17<sup>th</sup> August 2021

In the Chair: Councillor J. Critchley

### Attendance:

P. Cllr. D. Baverstock  
P. Cllr. J. Burnage  
P. Cllr. J. Cairney  
P. Cllr. M. Cooper  
P. Cllr. I. Culley  
P. Cllr. N. Gwynne

P. Cllr. J. Critchley  
P. Cllr. K. Dunleavy  
P. Cllr. M. Southey  
P. Cllr. J. Parker  
A. Cllr. C. Wise  
P. Cllr. S. Wilkinson

Clerk: Debbie Forder  
Public: 2

Present:  
Lisa Mortimer - TTC

### 1. APOLOGIES

Cllr. C. Wise

### 2. DECLARATION OF INTEREST

None

### 3. MINUTES

The minutes of the Building & Town Committee Meeting held on 15th June 2021 were confirmed as a correct record.

**PROPOSED:** Cllr. D. Baverstock

**SECONDED:** Cllr. J. Burnage

#### CARRIED

**Matters Arising** – Cllr. I. Culley asked if there was any update on the suggestion of Life Saving Equipment at Sadler's Mill. Cllr. J. Parker reported the Test Valley Community Safety Group and local residents did not support the idea and felt it may encourage more people to swim in the river.

### 4. PUBLIC PARTICIPATION – None

### 5. ARCHIVIST REPORT – None

### 6. REVIEW OF BOOKINGS

The Events Manager reported bookings are on the increase with more enquiries now that COVID-19 restrictions are being relaxed. A new Pilates class in the Court Room at the beginning of September four mornings a week.

### 7. TOWN HALL ROOM HIRE RATES

**RECOMMENDATION:** It is **PROPOSED** by Cllr. K. Dunleavy and **SECONDED** by Cllr. S. Wilkinson to increase room rates as recommended by Chief Officer with immediate effect. Rates to be reviewed bi-annually.

#### RESOLUTION NO. 21/09

It was **RESOLVED** to increase room rates as recommended by Chief Officer with immediate effect. Rates to be reviewed bi-annually.

**PROPOSED:** Cllr. K. Dunleavy

**SECONDED:** Cllr. S. Wilkinson

#### CARRIED

# Romsey Town Council

Town Hall  
1, Market Place  
Romsey  
SO51 8YZ



## **BUILDING & TOWN COMMITTEE MEETING**

Minutes of the Meeting held on Tuesday 17<sup>th</sup> August 2021

### **8. TOWN HALL – COVID 19**

The Clerk reported the Town Hall continues to be open adhering to COVID guidelines.

### **9. FINANCE REPORT**

The Clerk presented Month 3. No areas of concern.

### **10. LIFT INSTALLATION**

The Clerk reported the new lift is now fully operational. Cllr. D. Baverstock asked for the agenda item to be removed from future meetings now all the work is completed.

### **11. BUILDING MANAGER'S REPORT (Appendix 1)**

Cllr. I. Culley asked when the window blocks were being installed. The clerk informed the meeting the work was scheduled for week commencing 23<sup>rd</sup> August. Cllr. I. Culley asked if there was any update on the Market Place paving where SSE had repaired the hole with cement, Cllr. J. Parker stated the utility companies had 6 months to repair the hole with the correct paving slabs. Cllr. I. Culley also asked whether there was anything further on the access agreement with the TH neighbour but in the BM's absence nothing was known.

### **12. TOWN & TOURISM CO-ORDINATOR REPORT (Appendix 2)**

The Committee thanked the Town & Tourism Co-Ordinator for her detailed report.

A discussion was held with regards to the following: -

Government Covid Grant Funding Scheme - Welcome Back Fund. The TTC apologises for the lateness of the papers which she wanted to bring to the Committees' attention. The TTC said the grant cannot be used for capital expenditure which is the proposal for Romsey. The TTC has raised the issue with TVBC. Cllr. M. Cooper stated he would email the cabinet regarding the grant and Cllr. J. Parker would raise the matter with Cabinet as it is important that we do not lose the funding. Cllr. N. Gwynne suggested the money be put towards the ecommerce platform or an electronic screen on the front of the Town Hall to advertise upcoming events in the Town.

### **13. EMERGENCY PLANNING GROUP**

Nothing to report

### **14. HENDOG GRAFFITI – MEMORIAL PARK**

Cllr. J. Critchley informed the committee Test Valley Borough Council had refused to protect the artwork as it is graffiti. Cllr. M. Cooper proposed, seconded by Cllr. K. Dunleavy that Romsey Town Council write to Test Valley Borough Council offering to purchase a piece of polycarbonate which RTC staff would install once permission received. Cllr. J. Critchley happy to collect the polycarbonate once ordered (Christchurch supplier)

### **15. CONGREGATIONAL CHAPEL BURIAL GROUND (opposite United Reform Church)**

The Clerk to write to Test Valley Borough Council formally requesting that the area be cleared on a regular basis, this would discourage the anti-social behaviour which is being reported from the residents of Abbey Water regularly.

**Meeting closed 8.20p.m.**

# Romsey Town Council

Town Hall  
1, Market Place  
Romsey  
SO51 8YZ



Tel: 01794-512837  
Email: [howard.brisland@romseytc.org.uk](mailto:howard.brisland@romseytc.org.uk)

## Building Manager Report to Building and Town Committee 17<sup>th</sup> August 2021.

1. **Main Staircase**      New handrails being sourced to match existing.
  
2. **Council Chamber**      There were reports of patrons of a ticketed event leaning out of the windows. The Attendants only open them between 14" to 15" for airflow. Stops will be fitted to prevent wider opening.
  
3. **Covid Working**      I am still regularly checking the information updates from both the Government and Health & Safety Executive. The Risk Assessment and guidance is then updated. This takes an unprecedented amount of time.
  
4. **Lift**      The new lifts are now commissioned and working correctly. Building Control has not yet been signed off. This is not a problem. There were a few changes to the "as fitted" drawings thus require reassessing. Changes agreed verbally prior to!  
 Decoration and flooring is still work in progress.  
 Kitchen, Servery and Bar are all now in use. Cranfield is complete but they have not yet reoccupied.  
 The final costs are not all quantified yet (extras!). However, it appears that we will be within the agreed budget.
  
5. **Cupernham Notice Board**      Whilst we removed the vandalized notice board for repair/replacement the local shop attached new signage to the location. This is being pursued with TVBC and the Shop.
  
6. **Market Place Paving**      SSE dug a hole in the paving outside No.10. The repair has been in cement not in the matching stone kept for this use at HCC's Luzbrough Depot.







*Request Full Report from Lisa Mortimer if required*

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**ACTIVE TRAVEL FUND  
THE HUNDRED / MARKET PLACE &  
PORTERSBRIDGE STREET, ROMSEY  
FEEDBACK  
KEY FINDINGS REPORT  
JULY 2021**

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Att 2.



### TTC Meetings since last report in June 2021

25<sup>th</sup> June - Meeting with David Gleave and Rachel Gander (Tourism Winchester City Council)

28<sup>th</sup> June – Meeting with Tim Lincoln at The Exchange

29<sup>th</sup> June – Onsite meeting at Gambledown Farm – Test Valley Tourism Meeting

2<sup>nd</sup> July – Launch of Romsey Festival – Abbey Garth

6<sup>th</sup> July – Meeting at Town Hall re Antiques Fair details

7<sup>th</sup> July – Romsey Disabled People’s Picnic – The Rapids Field

10<sup>th</sup> July – Abbey Development Project Meeting – Romsey Abbey

12<sup>th</sup> July – Romsey Future Combined Meeting (Teams)

12<sup>th</sup> July – Presentation to Romsey & District Society re Digital Platforms for Romsey

13<sup>th</sup> July – Christmas Meeting – RTH Court Room

14<sup>th</sup> July – Romsey Future Tourism Group Meeting - RTH

27<sup>th</sup> July – Zoom call with ShopAppy and David Gleave

3<sup>rd</sup> August – Well Being Event Meeting - Teams

#### Planned Meetings this month (so far)

12<sup>th</sup> August – RF Vision Refresh (Teams)

16<sup>th</sup> August – Meeting Graham Haynes TSE and Julia from VIC to discuss Visit Romsey Website

24<sup>th</sup> August – Christmas Meeting – RTH

25<sup>th</sup> August – Well Being Event – RTH

26<sup>th</sup> August – ShopAppy Presentation via Zoom





## Romsey Town Council

### Building and Town Committee Meeting

Tuesday 17<sup>th</sup> August 2021

#### Additional item for information from Lisa Mortimer - Romsey Town Centre Manager

Those members of the Town Council, who are also District Councillors, may have seen the Report that is going to TVBC's Cabinet on this Wednesday 18<sup>th</sup> August from the Community and Leisure Portfolio Holder prepared by the Head of Community and Leisure, in consultation with the Head of Finance and Revenues, in respect of the allocation of Test Valley Borough Council's award of £112,403 from central Government's "Welcome Back Fund"

A copy of the Report is attached

The following allocations and use of the funds are proposed:

**Andover** - £62,403 towards an extended programme of diverse cultural events and activities, in keeping with the direction of travel for regeneration, and aspirations set for the town centre masterplan.

**Stockbridge** – up to £20,000 towards extending interim measures to manage safe / social distancing.

**Romsey** - £30,000 towards urban realm improvement projects between Dukes Mill, Fishlake Stream and Stirling Walk

The report includes the following in respect of Romsey:

*The proposals contained within this report have been put forward with the support and endorsement of both Romsey Future and Andover Vision board*

*Romsey - £30,000 towards urban realm improvement projects between Dukes Mill, fishlake stream and Stirling Walk.*

*(a) Ambition to enhance this section of the town is already articulated as part of the South of Town Centre Masterplan.*

*(b) It is proposed that a £30,000 allocation is made toward this project (subject to eligibility and funds being spent this financial year)*

The latest guidance notes published by the Ministry of Housing, Local Government and Communities on 6<sup>th</sup> August 2021 states that there are three main categories where activities are out of scope and cannot be supported, one of which is

**Capital expenditure** – this is revenue only funding project intended to help local authorities address the longer-term impact of Covid-19 on local economies. This can include activities that last as long as restrictive measures are in place as well as activities that help future proof high streets. Permanent changes are therefore not permitted.

The TVBC Report does not have any details of what the proposed works are for Sterling Walk and the Fishlake Stream are but the out of scope capital expenditure should be noted. This matter has been raised with TVBC.

**Lisa Mortimer**



# Government Covid Grant Funding Scheme – Welcome Back Fund

Report of the Community and Leisure Portfolio Holder

## **Recommended:**

**That the Head of Community and Leisure, in consultation with the Head of Finance and Revenues, be authorised to allocate Test Valley Borough Council’s allocation of the “Welcome Back Fund” as described in paragraph 6.2 of the report.**

### **SUMMARY:**

In recent months, the government has introduced the Welcome Back Fund to enable local authorities in England to put in place additional measures to create and promote a safe environment for local trade and tourism, particularly in High Streets, as their economies reopen and recover from the pandemic.

This report seeks authority to allocate the £112,403 funding available for Test Valley.

## **1 Introduction**

- 1.1 Throughout the pandemic the government has made funding available to local authorities to help fight the impacts it has had on our communities.
- 1.2 Some of this funding is ring-fenced, and must be spent on specific activities. Some comes directly to Test Valley Borough Council, whereas some is allocated via Hampshire County Council.
- 1.3 Where funding is provided for specific purposes, there is government guidance attached as to what it can (and cannot) be used for, along with a requirement to submit returns to government confirming how the funding has been allocated and spent (on allowable expenditure).
- 1.4 This report provides an update on one of the government’s more recent funding streams, the Welcome Back Fund, and proposals as to how it will be used.

## **2 Background**

- 2.1 The council has received an allocation of £112,403 of Welcome Back Funding. The fund is intended to allow and enable local authorities in England to put in place additional measures to create and promote a safe environment for local trade, tourism, particularly in the High Streets, as their economies reopen.



- 2.2 Grant conditions include details of what this allocation can (and cannot) be used for;
  - 2.2.1 Funding can be used by local authorities to;
    - (a) Boost the look and feel of an area (eg parks, green spaces– to make High Streets welcoming)
    - (b) Publicity campaigns to encourage visitors
    - (c) Preparing / holding events that will boost footfall and encourage people back into their High Streets (thereby supporting local businesses)
    - (d) Installing / refreshing signage or markings to encourage safety / social distancing
    - (e) Improving green spaces on High Streets
  - 2.2.2 The supporting guidance notes state funding can be used for 'support to promote a safe public environment for a local area's visitor economy.' This includes, but is not limited to;
    - (a) Place-based marketing (for example, supporting safe celebration events on High Streets and local towns)
    - (b) Marshals
    - (c) Public space maintenance
    - (d) Maintenance of public conveniences including new temporary facilities
    - (e) Beautification activities (inc graffiti removal)
    - (f) Non-permanent public realm adaptations
    - (g) Activities that future proof the High Street
    - (h) Improvement of green spaces and provision of outdoor seating areas.
  - 2.2.3 The guidance also stipulates what the funding cannot be used for, such as;
    - (a) Activities that provide no additionality
    - (b) Capital expenditure
    - (c) Grants to businesses
    - (d) To replace funding already committed in other projects
- 2.3 The guidance notes includes reference to working with key stakeholders in scoping and agreeing what the funding allocation is to be used for, and seeks assurance that it is committed within the 2021/22 financial year.
- 2.4 There is a High Street in each of Test Valley's towns of Andover, Stockbridge and Romsey, and so it is recommended to allocate a proportion of funding to each.
  - 2.4.1 The proposals contained within this report have been put forward with the support and endorsement of both Romsey Future and Andover Vision boards.

- 2.4.2 Temporary infrastructure enhancements in Stockbridge have been led by both the Parish Council and Hampshire County Council, and so any proposed allocation of funding for continuation or enhancement in Stockbridge, would be made with their full agreement.

### **3 Corporate Objectives and Priorities**

- 3.1 All options contribute to prime corporate objectives to enhance our town centres.
- 3.2 **Growing the potential of town centres to adapt and be attractive, vibrant and prosperous places.**
- (a) future proofing our town centres to be accessible places where people live, shop, work and spend their leisure time.
  - (b) Enhancing public realm and improving the appearance and environment of our town centres.
  - (c) Making our town centres attractive places for inward investment to attract more jobs and increase footfall.
  - (d) Working with Andover Vision and Romsey Future to ensure that growth within our town centres benefits all of our communities.

### **4 Consultations/Communications**

- 4.1 The proposals contained within this report have been put forward with the support and endorsement of both Romsey Future and Andover Vision boards. Both Andover Vision and Romsey Future partnerships are made up of a broad mix of statutory, local and charitable stakeholders for their respective towns.
- 4.2 Proposals for Stockbridge will be agreed in partnership with the Parish Council and Hampshire County Council, both of whom have led on projects for the High St during the pandemic.

### **5 Options**

- 5.1 Do nothing.
- 5.2 Propose to allocate the funding as follows:
- 5.2.1 Andover - £62,403 towards an extended programme of diverse cultural events and activities, in keeping with the direction of travel for regeneration, and aspirations set for the town centre masterplan.
  - 5.2.2 Stockbridge – up to £20,000 towards extending interim measures to manage safe / social distancing.
  - 5.2.3 Romsey - £30,000 towards urban realm improvement projects between Dukes Mill, fishlake stream and Stirling Walk.
- 5.3 Consider some other scheme for funding.

## 6 Option Appraisal

### 6.1 Do nothing.

6.1.1 The Council could chose not to draw down Welcome Back Funding and return the allocation, but on the basis there are a number of positive and potentially viable options for use of the funding, this is not the recommended option.

### 6.2 Propose to allocate the funding as follows:

6.2.1 Andover - £62,403 towards an extended programme of diverse cultural events and activities in keeping with the direction of travel for regeneration, and aspirations set for the town centre masterplan.

- (a) The Council, BID, Chantry Centre and the Lights are already working together on a programme of events for the town throughout the summer of 2021.
- (b) In line with the direction of the town centre masterplan, Welcome Back Funding provides an ideal opportunity to extensively enhance our cultural events and activities programme (as a catalyst for change and regeneration).
- (c) In doing so it is intended to set out a plan for a more diverse programme of cultural events, activities and 'meanwhile uses', for and across the town centre.
- (d) This will require a dedicated curatorial and event coordination resource, as well as scoping the events, initiatives and activities themselves.
- (e) The detail and resource plan for this work is still being prepared, and it will be the subject of a future and more detailed report to Council.

6.2.2 Stockbridge – up to £20,000 towards extending interim measures to manage safe / social distancing.

- (a) Stockbridge Parish Council and Hampshire County Council have led on the development of temporary measures to enable safe and socially responsible use of their High Street. It would therefore only seem appropriate for any extension / enhancement of this scheme to be determined in consultation with these partners.
- (b) Discussions as to the specific detail are ongoing but a provisional allocation of up to £20,000 is recommended (with any underspend being reallocated to Andover and/or Romsey).

6.2.3 Romsey - £30,000 towards urban realm improvement projects between Dukes Mill, fishlake stream and Stirling Walk.

- (a) Ambition to enhance this section of the town is already articulated as part of the South of Town Centre Masterplan.
- (b) It is proposed that a £30,000 allocation is made toward this project (subject to eligibility and funds being spent this financial year).

- (c) If this is ultimately not possible, and in consultation with Romsey Future and its stakeholders, it is proposed that the funding allocation instead be directed to an alternate Romsey Future scheme – such as the ‘virtual High Street / Smart Town’ project (currently also being scoped), or to promote events and activities that support or promote recovery (with any underspend being reallocated).

6.2.4 This is the recommended option, and it is proposed that details of each project would be reported to Members as they progress.

### 6.3 Consider some other scheme for funding

6.3.1 A number of good ideas have been put forward and discussed with partners. It would be possible to consider other schemes, but it would seem prudent to pursue those agreed above before considering others. There is a risk that no further viable scheme or options would emerge, and / or time would run out for its use whilst further options are explored (and the funding could be lost). For this reason, this is not the recommended option.

## 7 Risk Management

7.1 An evaluation of the risks indicate that the existing controls in place mean that no significant risks have been identified at this time.

## 8 Resource Implications

8.1 This report seeks authority for the allocation of the Welcome Back Funding, as set out in section 6.2 of this report. This is a government grant allocation and there are no net budgetary implications.

8.2 A further report will be prepared for a future Cabinet meeting to present a more detailed proposal for an extended programme of cultural events, activities and ‘meanwhile uses’ for Andover town centre.

## 9 Legal Implications

9.1 The funds must be spend in accordance with the specified criteria – a link to which is provided in ‘background papers’ section below.

## 10 Equality Issues

10.1 All / any schemes will be required to complete individual EQIAs as appropriate as proposal crystallise.

## 11 Other Issues

11.1 **Community Safety** – for all / any projects and activities on our High Streets and/or in public places, a ‘covid-safe’ risk assessment will be carried out in addition to existing and statutory risk assessments and risk management measures.

11.2 **Property Issues** – land owners, statutory consultees and stakeholders will be consulted as appropriate.

11.3 **Wards/Communities Affected** – all town centre wards though all wards likely to be impacted.

## 12 Conclusion and reasons for recommendation

12.1 To enable local authorities in England to put in place additional measures to create and promote a safe environment for local trade, tourism – particularly in High Streets, as their economies reopen – it is proposed that Welcome Back Funding be allocated as set out in section 6.2 of this report.

<u>Background Papers (Local Government Act 1972 Section 100D)</u> <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/993397/Welcome_Back_Fund_Guidance_v2.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/993397/Welcome_Back_Fund_Guidance_v2.pdf</a>			
<u>Confidentiality</u> It is considered that this report does not contain exempt information within the meaning of Schedule 12A of the Local Government Act 1972, as amended, and can be made public.			
No of Annexes:	0	File Ref:	N/A
(Community and Leisure Portfolio) Councillor I Jeffrey			
Officer:	Dave Tasker	Ext:	8801
Report to:	Cabinet	Date:	18 August 2021



# Romsey Town Council

Town Hall  
1, Market Place  
Romsey  
SO51 8YZ



## BUILDING & TOWN COMMITTEE MEETING

Minutes of the Meeting held on Tuesday 15<sup>th</sup> June 2021

**In the Chair: Councillor C. Wise**

### Attendance:

P. Cllr. D. Baverstock  
P. Cllr. J. Burnage  
P. Cllr. J. Cairney  
P. Cllr. M. Cooper  
P. Cllr. I. Culley  
A Cllr. N. Gwynne

P. Cllr. J. Critchley  
A. Cllr. K. Dunleavy  
- Cllr. M. Southey  
P. Cllr. J. Parker  
P. Cllr. C. Wise  
A. Cllr. S. Wilkinson

Chief Officer: Judith Giles  
Public: 2

Present:  
Debbie Forder – Events Manager  
Howard Brisland – Building Manager  
Lisa Mortimer - TCM

### 1. APOLOGIES

Cllr. N. Gwynne, Cllr. S. Wilkinson

### 2. CHAIRMAN AND VICE-CHAIRMAN 2021-2022

Cllr. J. Burnage proposed Cllr. C. Wise as Chair, seconded by Cllr. M. Cooper

**CARRIED**

Cllr. M. Cooper proposed Cllr. J. Critchley as Vice Chair, seconded by Cllr. M. Cooper

**CARRIED**

### 3. DECLARATION OF INTEREST

None

### 4. MINUTES

The minutes of the Building & Town Committee Meeting held on 13th April 2021 were confirmed as a correct record.

**PROPOSED:** Cllr. J. Burnage

**SECONDED:** Cllr. D. Baverstock

**CARRIED**

**Matters Arising** – Agenda Item 10. – Building Manager's Report. Cllr. I. Culley asked if Agreement with Fox & Sons regarding access, water shedding and repair of their end wall in Town Hall Courtyard is a Legal Agreement. The Building Manger reported it was not a Legal Agreement but a gentleman's agreement via an email. It was agreed to acquire a quote for a Legal Agreement. Agenda Item 17 – Well Being Event. Cllr. J. Parker queried the £600 grant by RTC to support the Well Being Events to be held in the Town Hall and asked if Romsey Extra residents would be invited. The Chief Officer reported the list of people to be invited is being carried out by Unity and all invitees are from the Romsey area. The £600 will fund at least 2 Well Being events with an average of 30 people at each.

It was **RESOLVED** to adjourn the meeting for Public Participation

**PROPOSED:** Cllr. J. Parker

**SECONDED:** Cllr. M. Cooper

**CARRIED**

*[Handwritten signature]*  
17 June 2021

# Romsey Town Council

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## **BUILDING & TOWN COMMITTEE MEETING**

Minutes of the Meeting held on Tuesday 15<sup>th</sup> June 2021

### **5. PUBLIC PARTICIPATION – 7.44P.M.**

Sylvia Robinson and Mary Greggains presented to the Committee further information they had acquired regarding looking for a proposed area in Romsey for tree planting to celebrate the Queen's Platinum Jubilee planned nationally for next year. Cllr. J. Parker suggested they contact other organisations such as "Wilder Romsey" and the Ashfield Partnership who are also looking to do something similar. Cllr. J. Burnage asked Sylvia Robinson to email her as herself and Cllr. N. Gwynne set up the Wilder Romsey Group. Cllr. J. Parker suggested putting a request in the Romsey Advertiser to see if there are any landowners willing to embrace this project.

### **6. ROMSEY TREE PLANTIING CAMPAIGN RECOMMENDATION FROM FULL COUNCIL MEETING 25<sup>TH</sup> MAY 2021**

Romsey Tree Planting Campaign

Cllr. M. Cooper reported TVBC are looking at doing significant tree planting to celebrate the Queen's Platinum Jubilee and are currently researching appropriate land for this project.

### **7. ARCHIVIST REPORT – None**

### **8. REVIEW OF BOOKINGS**

The Events Manager reported bookings are on the increase, in particular weddings for 2021-22 COVID-19 guidelines permitting. A stream of enquiries are being received regarding hiring the Town Hall. On completion of the lift installation the Council Chamber will be more accessible to hirers.

### **9. TOWN HALL – COVID 19**

The Chief Officer reported the Town Hall continues to be open adhering to COVID guidelines.

### **10. FINANCE REPORT**

The Chief Officer presented Month 1. The Chief Officer reported a Public Works Loan for the Lift Installation of £100,000 has been approved by the Ministry of Housing, Communities and Local Government

### **11. PROPOSED LIFT INSTALLATION**

The Building Manager reported the new lift will be delivered on 23<sup>rd</sup> June 2021 and the Contractor will work thru' the weekend to install and commission. Cranfield offices are now complete.

### **12. BUILDING MANAGER'S REPORT (Appendix 1)**

Cllr. I. Culley asked if Life Saving Equipment could be located at Sadler's Mill. It was stated Sadler's Mill is not in Romsey Town, but Romsey Extra. Cllr. J. Parker reported he will ask the Test Valley Community Safety Group .

### **13. STAFF AWARD**

On behalf of the Council, The Chief Officer presented Howard Brisland, Building Manager with an award to thank him for all his hard work and extra hours he has worked to ensure the lift installation project is completed in a proper and timely manner.

Handwritten signature of E. Culley  
17 August 2021

# Romsey Town Council

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## **BUILDING & TOWN COMMITTEE MEETING**

Minutes of the Meeting held on Tuesday 15<sup>th</sup> June 2021

### **14. TOWN CENTRE MANAGER'S REPORT (Appendix 2)**

Cllr. I. Culley asked if The Piazza could have extra cleaning, due to more usage by people using the various cafes table and chairs to eat and drink outside. The Chief Officer reported this was already under review by TVBC. She will forward Cllr. Culley's comments to relevant TVBC Officer.

### **15. ROMSEY TOURISM AND COMMUNITY HERITAGE APP**

**RECOMMENDATION:** It is **PROPOSED** by Cllr. D. Baverstock and **SECONDED** by Cllr. J. Parker a sum of £2,500 be granted to support the Romsey Tourism and Community Heritage App. This grant will be taken from Cost Centre 125 - Town Centre Manager – Cost Code 5405

#### **RESOLUTION NO. 21/01**

It was **RESOLVED** a sum of £2,500 be held in Earmarked Reserve to support the Romsey Tourism and Community Heritage App. These funds will be taken from Cost Centre 125 - Town Centre Manager – Cost Code 5405

**PROPOSED:** Cllr. D. Baverstock

**SECONDED:** Cllr. J. Parker

**CARRIED**

### **16. THE HUNDRED, ROMSEY**

Cllr. M. Cooper reported Cllr. R. Oppenheimer – Executive Member, HCC Highways Operations will make a decision regarding the re-opening of The Hundred on 17<sup>th</sup> June 2021. It is anticipated it will re-open sometime after 19<sup>th</sup> July 2021. He has asked that if any funding is available that The Hundred be upgraded to tie in with the Market Place Piazza, including the same palette of materials, removal of kerbs, widened pavements, a level surface throughout and a narrow, traffic calmed running lane for vehicles.

### **17. EMERGENCY PLANNING GROUP**

The Chief Officer reported the vaccination centre at the Crosfield Hall is now closed. The Emergency Plan Group continue to inform the public via social media of any situations which may arise that would be of public interest i.e. inclement weather/flood warnings etc.

**Meeting closed 9.08p.m.**

*J. Culley*  
17 August 2021





# Romsey Town Council Att 1

Town Hall  
1, Market Place  
Romsey  
SO51 8YZ



Tel: 01794-512837

Email: [howard.brisland@romseytc.org.uk](mailto:howard.brisland@romseytc.org.uk)

## Building Manager Report to Building and Town Committee 15<sup>th</sup> June 2021.

1. **Main Staircase** After removal of existing stairlifts decoration has been made good. A new carpet has been fitted. New handrails still to be fitted.
2. **Court Room** There is now a problem with traffic noise due to the extra ventilation necessary. I have purchased an Air Quality Monitor to indicate when additional ventilation is required. I will be investigating a forced extraction system.
3. **Covid Working** I am still regularly checking the information updates from both the Government and Health & Safety Executive. The Risk Assessment and guidance is then updated. This is taking an unprecedented amount of time.
4. **Lift** Building works now complete. Decoration in progress.  
Basement stairlift fitted.  
Council Chamber Stair Riser fitted.  
Main lift installation start date 21<sup>st</sup> June.  
Kitchen, Servery and Bar are being fitted out.  
Cranfield offices complete apart from lift fit out.
5. **Circular Bench Church Place/Chip Shop** Questions have been raised regarding its condition. This bench is ours. The others in Church Place are not. It is oak which is supposed to weather and no preservative treatment is recommended. It suffers from the lack of sunlight to dry it out and the leaves and droppings from the tree collect in the gaps and provide damp spots which promote rot. I have repaired it in the past and discussed with the original manufacturers if spare parts are available. Sadly not. TVBC have now agreed to clean this area more thoroughly.

I have yet to carry out the annual survey of street furniture. I then assign tasks to various contractors as required. (In reality I constantly look at all our assets whilst on my wonderings around our Town!).

To sum up. This bench is on my radar! I will decide in the near future if replacement is appropriate. I would then ask B&T that we use CiL money to purchase a new one. Then the material of construction could be considered.



## Lisa Mortimer MRICS - Romsey Town Centre Manager

Report to Romsey Town Council Building and Town Committee - Tuesday 15<sup>th</sup> June 2021

Item No	Subject	Report
1	<b>General commentary</b>	<p>Since my last report to your 13<sup>th</sup> April 2021 meeting, we are now into Step 3 on the roadmap out of lockdown, which commenced on May 17<sup>th</sup> permitting non-essential retail, hospitality with outdoor and indoor serving areas, personal care, libraries, community centres and leisure centres to re-open, as well as sporting events.</p> <p>The successful vaccination programme has seen a rapid decrease in Covid cases, hospitalisations and death, with over 50% of the population now being vaccinated with both doses of vaccine. It is still therefore hoped that “near normal” can be achieved by June 21<sup>st</sup> with the lifting of all restrictions on social contact including on weddings and other life events.</p> <p>Guidance on working from home will also be reviewed although many firms will still be adopting a “hybrid” working approach post June 21<sup>st</sup>, including Test Valley Borough Council. Working from home is still seen as one of the most effective ways to reduce the transmission of the virus.</p> <p>However latest statistics from ONS (4<sup>th</sup> June) show the highest number of daily COVID cases in UK since 2<sup>nd</sup> March. The number of people infected with Coronavirus in the UK has risen by as much as two-thirds in the week to 29<sup>th</sup> May. There are concerns that the Delta variant is fuelling the rise in infections and thus potential increased hospitalisations and sadly deaths.</p> <p>A decision on Step 4 out of lockdown is expected on 14<sup>th</sup> June.</p> <p><b>Retail Statistics</b></p> <p>The Office for National Statistics has reported the following:</p> <ul style="list-style-type: none"> <li>• Retail sales volumes grew sharply in April 2021 with a monthly increase of 9.2%, reflecting the effect of the easing of coronavirus (COVID-19) restrictions including the re-opening of all non-essential retail from 12 April in England and Wales and from 26 April in Scotland.</li> <li>• Non-food stores provided the largest contribution to the monthly growth in April 2021 sales volumes, aided by strong increases of 69.4% and 25.3% in clothing stores and other non-food stores respectively.</li> <li>• All retail sectors reported a fall in their proportions of online sales as physical stores re-opened during the month; as a consequence, the total proportion of sales online decreased to 30.0% in April 2021, down from 34.7% in March 2021, with a large decline in food stores of 11.4%. Feedback from retailers has indicated that the easing of hospitality restrictions had affected sales in this sector.</li> </ul> <p>Longer-term comparisons show the continuing impact of the pandemic. Non-store retailing (i.e. retailers with no physical store presence) was the</p>

		sector to report the largest growth in sales of 56% when compared to April 2019, which highlights a change in consumer behaviour caused by restrictions on retailing during the pandemic.
2	<b>Around the Town Centre:</b>	<p>Local non-essential retail and hospitality premises have now opened for customers both externally and internally, albeit social distancing and face coverings remain in place. The Piazza continues to be a popular venue for people to socialise in an outdoor setting and has quite a “buzz” about it, creating a fresh and vibrant ambiance.</p> <p>Parking charges have now been re-introduced in TVBC administered public car parks (since 12<sup>th</sup> April).</p> <p>Crosfield Hall has now closed as a vaccination centre after administering nearly 30,000 doses of vaccine.</p> <p>The closure of non-essential retail, personal care and hospitality venues has had a considerable financial impact on businesses in the Town, even with grant and additional loan payments.</p> <p>On 16<sup>th</sup> April The Government published its Welcome Back Fund Guidance, which makes £56m of ERDF funding (European Regional Development Fund) available to Local Councils to support the return to the High Streets safely. This might encompass adopting retail e-commerce platforms in order to augment retailer’s revenue potential. David Gleave, TVBC, is investigating this potential funding avenue, as it appears other Authorities may be using this source for this purpose.</p> <p>It remains to be seen as to whether this package of funding measures will see a resurgence in retail sales on the “bricks and mortar” High Street. Early data has shown that consumers are still adopting a hybrid approach, particularly in terms on non-grocery items.</p> <p><b>La Parisienne</b> marquee structure (erected under Permitted Development Rights) adjacent to the main building is still in place, although it does not appear to be quite so busy now that indoor dining is permitted.</p> <p><b>No 7 Market Place</b> – Upload Printing has been fitted out and is now trading providing a range of printing and embroidery on clothing and a number of other materials. <a href="https://uploadprinting.com/">https://uploadprinting.com/</a></p> <p><b>No 9 Market Place – Café Fresh.</b> Table and chairs licence granted to place tables and chairs on a designated area on the Market Place. No issues reported at the time of writing.</p> <p><b>No 10 Market Place</b> – former HSBC Bank/Kutchenhaus retail unit now vacant and being marketed to let by Savills</p> <p><b>11 Church Street (Former Abbey Hotel – ground floor)</b> fit out complete and new Kutchenhaus now trading</p> <p><b>14 Market Place (former Santander Bank Building)</b> – The Exchange. Now open for indoor and outdoor dining – mixed reviews Table and chairs licence granted to place tables and chairs on a designated area on the Market Place. <a href="https://theexchangeromsey.co.uk/">https://theexchangeromsey.co.uk/</a></p>

**15 Market Place (Josie's)** - Existing table and chairs licence in existence to permit tables and chairs on a designated area on the Market Place. Listed Building consent has been granted to install an awning to the G/F front elevation. Slight spacial issue on a Sunday with the Makers Market, but Michael White at TVBC appears to be on top of this and has spoken to Josie's. The situation is being monitored.

**16 Market Place (Costa)** - Existing table and chairs licence in existence to permit tables and chairs on a designated area on the Market Place. There do not appear to be any issues with spacial incursions on market days (including on a Sunday). The matter is being kept under review.

**White Horse Hotel** - On the market with Savills with an asking price of £4million

<https://search.savills.com/property-detail/gb0457s25849>

**25-26 Market Place (Café Nero)** – no table and chairs licence in existence for these premises, a small number of outdoor seating is provided. Michael White is aware and is looking to regularise the position

**3 The Corn Market (Tudor Rose)** – pavement licence granted to permit tables and chairs to be located opposite the Tudor Rose on the Corn Market. Although taking up some potential market stall space, Mark Hall is content that the layout is being re-configured when the market is in operation and has had no issues as yet.

### **The Piazza – External Seating Licences**

In view of the considerable number of table and chairs licences that have been granted, I had had formally written to Michael White – TVBC Licensing Officer to ensure that table and chair licensees had been made aware that the Charter Market stall holders on Tuesday, Friday and Saturday and the Makers Market traders on Sunday had priority to use the Market Place and Cornmarket on their operating days. He has confirmed that their licences contain the appropriate conditions and he is monitoring the situation. Chris Lewis from Environmental Health at TVBC, has also sent officers to check that the spacing between tables etc is appropriate under the current COVID restrictions and has reported that his team are content with the current arrangements, although this matter is under constant review, including continuing site visits.

### **Town Centre Matters**

**No 1 The Hundred – Boots.** The freehold interest subject to a 10 year lease to Boots was being offered for sale by Allsops 6,271 sq ft (lettable area). Current rent per annum £85,000. It is believed that the investment is still for sale as it did not sell at auction.

<https://auctions.allsop.co.uk/lot-overview/freehold-town-centre-pharmacy-investment-in-romsey/c200330-124>

**7 and 9 The Hundred** - M & Co have now vacated No 7 and have reduced their operations into No 9 . The investment (7-9 The Hundred) was until very recently being offered for sale at £1.8m, but has now been withdrawn. It looks as if dilapidations works are being undertaken,



presumably prior to full marketing.

**14. The Hundred (Former Clarks)** now let by Primmer Olds to Grape Tree an upmarket health food retailer. <https://www.grapetree.co.uk/>

**Lease Start Date:** 28/05/2021

**Rent:** £45,000 per annum. (The property was advertised at an asking rent of £50,000 per annum)

**Lease length:** 10 years only.

**Expiry:** 27/05/2031

**Incentives:** 3-months rent-free.

**Size:** 1,473 sq.ft. (NIA)

**ITZA:** £55.45

**14. The Hundred** Ref: 21/00560/FULLS Change of Use from shop store to 4 bedroom flat share/house in multiple occupancy (HMO) with associated works (above former Clarks)

**34. The Hundred** (Former Carphone Warehouse) still vacant. Application for a Lawful Development Certificate for a Proposed Use - use of ground floor of building as a restaurant has been withdrawn. Let Agreed via Trinity Rose Surveyors for a new lease.

[https://www.trinity-rose.co.uk/wp-content/uploads/2021/05/rps\\_chr-COM210041-1.pdf](https://www.trinity-rose.co.uk/wp-content/uploads/2021/05/rps_chr-COM210041-1.pdf)

**37. The Hundred** (Former Charters Estate Agents) – now let to Parker Bullen Solicitors

**80. The Hundred (Former Koh Tai restaurant)** – still vacant and being marketed by Savills

**3. Stirling Walk** (former Solent Cleaners) – vacant. Planning permission granted on 21<sup>st</sup> May 2021 21/00847/FULLS Retention of 4 windows installed in north elevation at ground and first floor levels

The refurbishment of **1-13 Portersbridge Street** are completed with Number 1 being let already. The properties, which are owned by TVBC, are leased to Valley Housing Ltd, which is the Authority's housing management company. The cottages are available for private rent through Winkworth Estate Agents.

<https://www.winkworth.co.uk/properties/lettings/portersbridge-street-romsey-so51/ROM210072>.

Vandalism still seems to be an ongoing problem in the Town Centre as well as an element of anti-social behavior. There have been a couple of Dispersal Orders for the Town made since my last report and the police are keeping this issue under scrutiny.

3	<b>Town Centre events and markets:</b>	<p><b>Romsey Makers Market</b></p> <p>The Sunday Romsey Maker's Market in the Piazza and The Cornmarket has proved to be popular with both residents and visitors alike. More stalls are being proposed (social distancing accepted), with a variety of local arts and crafts being showcased. Buskers also form an integral part of this market, adding to the ambiance of the market.</p> <p><b>Romsey Market</b></p> <p>Mark Hall at Bradbeers has confirmed that the Romsey Market held on a Tuesday, Friday and Saturday remains popular with a growing waiting list. He has re-organised the layout and has introduced new stalls such as jewelry and bags to re-invigorate the retail offer.</p> <p><b>Romsey Antiques Market</b></p> <p>A provisional date of Sunday 23<sup>rd</sup> July has been reserved for an Antiques Market. The operator will be responsible for applying for and paying the fees for the appropriate street trading licences and road closure permits. Further markets are planned for October and December (restrictions allowing). An application for the requisite street trading licence has been submitted to TVBC for the July event. The application is now out for consultation.</p> <p><b>Beggars Fair 2021</b></p> <p>The Beggars Fair Committee has resolved to hold a virtual event on Saturday 10<sup>th</sup> July, featuring local bands, break-through acts etc.</p> <p><a href="http://www.beggarsfair.org.uk/line-up/">http://www.beggarsfair.org.uk/line-up/</a></p> <p>The online event will be live-streamed through the Beggars Fair YouTube channel throughout the day</p> <p><b>Health and Well Being Event</b></p> <p>A proposed health and well- being event is planned for end of August at the Town Hall (restrictions allowing). A small number of residents around 30 in number will be invited on a first come first served basis with tea and cake to be served. Next Meeting 8<sup>th</sup> June to firm up on format etc.</p> <p>Date: Wednesday 25<sup>th</sup> August confirmed as date for first event. Time: 1.00p.m. – 3.00p.m.</p> <p>If successful this event could be rolled out to other areas within Test Valley and so we are looking to the Romsey Event as a "pilot".</p> <p>Mayors Picnic - <a href="http://www.romseyfestival.org/events/mayors-picnic/">http://www.romseyfestival.org/events/mayors-picnic/</a> Sunday 18<sup>th</sup> July</p> <p>Romsey Festival <a href="https://www.romseyfestival.org/">https://www.romseyfestival.org/</a> - Saturday 3<sup>rd</sup> July to</p>
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		Sunday 18 <sup>th</sup> July.
4	<b>Temporary closure of the Hundred &amp; other highway matters</b>	<p>Karen Brisley responded on 16<sup>th</sup> April on behalf of Stuart Jarvis to the letter that I had sent to HCC on behalf of the Town Council on 7<sup>th</sup> March 2021. A copy of Karen’s e-mail response was circulated to Members.</p> <p>In Karen’s response, she had admitted that there had been no Environmental Impact Assessment undertaken prior to the closure of The Hundred because it was an emergency situation. She did however reiterate that the last formal traffic survey in 2016, 230 vehicles an hour were using the Hundred between the hours of 09:00 to 17:00. That means 1840 vehicles were using the Hundred during each 8 hour working day.</p> <p>Since 2016 further development has been completed at Abbotswood and Kings Chase. With the closure of the Hundred, 1840 vehicles a day are having to use the alternative routes with far more residential properties affected and more congestion in Duttons , Malmesbury and Alma Roads.</p> <p>Further correspondence has been taking place between Councillor Cooper and the County Council in respect of the closure of the Hundred. Stuart Jarvis and Jakub Styszynski of Hampshire County Council have advised that the consultation returns are being analysed and a report will be prepared for the Executive Member for Economy, Transport and Environment Decision Day meeting on Friday 29<sup>th</sup> July.</p> <p>It is presumed that to help inform any decision, the report will contain an Environmental Impact Assessment to fully consider the impact of diverting at least 2,000 cars a day past many more residential properties on a far longer route.</p> <p>I have seen at first hand the traffic chaos that occurs outside the NatWest Bank with cars and lorries trying to turn round and vehicles trying to drive down Bell Street.</p> <p>I have also been made aware of the considerable additional time and disturbance deliveries to the Co-op cause as delivery vehicles are no longer able to stop outside the store.</p> <p>I was considering whether it might be appropriate to contact all the traders affected by the closure of the Hundred to gather their actual views in readiness for the County Council’s report being published.</p>
5	<b>Meetings Attended</b>	Attached is a schedule of meetings I have attended since my last report and planned meetings (so far).
6	<b>Potential on line trading platform for Romsey Businesses “Bricks and Clicks”</b>	On the Multi-Vendor Retail App, Nick Adams-King was less keen and feels that more market research should be undertaken to see if we want to go down the directory or MVA route. His feeling was the directory route might be more appropriate, in terms of costs and potential onerous set up for businesses. More research is required to see if local businesses have an appetite to adopt this initiative. Meeting with TVBC scheduled for 7 <sup>th</sup> June to discuss further.

		<p>Meanwhile “Snappy Shopper” App has been introduced for convenience shopping encompassing Mercer Way Stores in Romsey  <a href="https://www.snappysopper.co.uk/">https://www.snappysopper.co.uk/</a></p> <p>Tap in your postcode and order groceries from your local store, then let Snappy Shopper deliver directly to your door from as little as 30 minutes.</p> <p>Delivering from convenience stores including Nisa, SPAR, Premier, One Stop, Costcutter, EVF and co-op food.</p> <p>With 700 existing Snappy Shopper retailers, the service has quickly become the UK’s fastest growing local store grocery delivery service.</p> <p>The App can be downloaded from Google play or the App Store.</p> <p>This is just an example of the continuing trend of consumers using a hybrid approach to their shopping needs, encompassing both physical and virtual solutions.</p>
7	<p><b>Work with the Romsey Future Tourism Group and Proposed Romsey Tourism &amp; Community Heritage App</b></p>	<p>I attach a copy of the presentation which I presented to the Romsey Future Board on 17<sup>th</sup> May for the development and implementation of a Romsey Tourism and Community Heritage App.</p> <p>If successful, it is proposed that the App will be rolled out throughout Test Valley, but will be piloted in Romsey first. To start all Romsey venues and attractions will be invited to be a part of the App. As we progress more trails and attractions added, such as Heritage, Disabled, Children’s, Nature and so on. More venues can be added when the App is up and running.</p> <p>At the RF meeting it was discussed that the Romsey &amp; District Society, had earmarked a sum for the Wi-Fi Romsey Smart Town project, but it was felt that this money would be better deployed to the Tourism App project. The Romsey Future Board supported this. LM would be happy to present to the Romsey &amp; District Society in this regard.</p> <p>The outcome of the Romsey Future meeting was that a decision was taken in principle, by the Board, to help fund and resource the development and implementation of the Romsey Tourism App through Romsey Future.</p> <p>The RF Board felt that the Tourism App is a “quick win” for the Romsey Future project and can be implemented quite quickly. LM re-iterated that research from TSE shows that tourism websites are increasingly superseded by smart phone Tourism Apps, which are more agile and intuitive.</p> <p>It is proposed that The App will be developed utilising the technology already deployed with great success by Buckingham Town Council and is designed to attract both physical and virtual visitors to Romsey and the surrounding areas. Please see the link below for more details on the Buckingham TC App.</p> <p><a href="https://buxplore.web.app/">https://buxplore.web.app/</a></p> <p>We hope that the development of this App will promote and support local tourism as well as appealing to the staycation market, which is set to thrive through 2021 and into 2022.</p>



		<p>Next Steps are</p> <ol style="list-style-type: none"> <li>1. The establishment of a project team and lead</li> <li>2. Undertake market research to establish demand</li> <li>3. Scope the requirements</li> <li>4. Prepare an outline specification</li> <li>5. Obtain cost estimates</li> <li>6. Procure a contractor to build and maintain the App</li> </ol> <p>As a result of the outcome of the meeting Step 1 (above) has been implemented with Dave Tasker now leading this initiative at TVBC officer level and Cllr Baverstock heading up the project group on behalf of Romsey Future.</p> <p>After a meeting with David Gleave on 7<sup>th</sup> June ongoing data management of the App is proposed to be through TVBC's contract with Tourism South-East and resourcing from the Romsey Visitor Information Centre. Romsey Town Council can also input into the management of the App as we would for the maintenance of the Visit Romsey website.</p>
9	<p><b>Cruise Passenger &amp; Local Tourism</b></p>	<p>As part of the Romsey Future Tourism Group and working in conjunction with Tourism South East, my idea is to explore ways as to how we might generate more tourist income from call in cruises and also an often forgotten opportunity with local residents, by creating reciprocal tourism within the local area.</p> <p>The challenge of keeping passengers from calling cruise ships 'local' has been a challenge that colleagues at Visit Portsmouth &amp; Visit Hampshire are continually trying to solve. The lure of tours to Stonehenge, London and even Bath sadly often overshadow the fantastic attractions that we have on our doorsteps.</p> <p>With the eagerly anticipated re-start of the cruise market and the popularity of staycation cruising, I had written a paper (attached as an appendix to this report) with my initial thoughts around the theme of Wessex Tours, which has been met with great enthusiasm and support from members of the Tourism Group and TSE.</p> <p>I have already run this idea past Portsmouth International Port and their Head of Passenger Operations, who would be keen to be involved in the evolution of this project, particularly as the Port is now attracting more "boutique" type cruises and an increasing number of call in cruises.</p> <p>The development of the Romsey Tourism App is an integral part of this initiative, as most passengers book their tours at the time of booking their cruise or whilst on board. Having an App that can be downloaded whilst on board can aid visitor choices as to which tours they would like to take before setting foot on shore.</p> <p>David Gleave and I met with Andrew Bateman from HCC Tourism on 7<sup>th</sup> June and an accord was struck whereby it was agreed that we should</p>



		<p>work together on this initiative to secure the best possible chance of attracting cruise passengers to Hampshire attractions to include Test Valley. Once again it was felt that a "pilot" should be rolled out between Portsmouth International Port and using Test Valley venues for a trial run before "scaling up" this opportunity to the wider region. It was felt that Test Valley should be the Vanguard of this project.</p>
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LM 09.06.2021





## Wessex Tours

day trips for call in cruise passengers and local residents



## 1 The Concept

A group of local authorities in central Southern England, who are keen to increase visitor numbers and tourist spend, come together to offer day trips to their own local residents and to call in cruise passengers.

## 2. Background

The Covid pandemic has made people realise that many have not explored or discovered many attractions in their locality. With targeted marketing and an inclusive offering, it should be possible to increase the number of locally generated visits and spend, more especially with the age profile and wealth in the region.

Portsmouth Port is seeking to increase the number of call in cruises to the port. In 2019, the cruise port had had about 50 ship calls with an estimated 50,000 passengers. Following the completion of Cruise Berth 2's expansion the port expects annual passenger capacity to increase to 150,000+ (100+ ship calls per year). Among the major cruise companies visiting Portsmouth are Viking Ocean, Ponant, Saga UK, CMV UK, Phoenix Reisen, Fred Olsen UK, Hapag-Lloyd, Silversea, Quark Expeditions, Noble Calendonia, FTI Kreuzfahrten, Sea Cloud.

Portland Port in Dorset had 41 calls in cruises in 2019 with an estimated 60,000 passengers. Over the last 10 years, the number of cruise ships visiting Portland Port has grown substantially from just 4 calls and 2,000 passengers in 2009 to the record-breaking figures for 2019. The largest vessel being the Norwegian Getaway, with nearly 4,000 passengers through to the 253 passenger vessel The Hanseatic Nature owned by Hapag Lloyd which is a brand new state of the art upmarket luxury expedition ship. It is estimated that in 2019, call in cruises to Portland Port brought about £5 million of economic benefit to the area

## 3. The Proposition

Each participating local authority /tourist promoter draws up a list of potential visitor attractions and hospitality venues offering lunch and afternoon tea facilities.

An attraction or attractions would be paired with a hospitality venue and a 4/6 hour itinerary formulated that takes account of the seasons. An itinerary could be themed and cater for both local visitors and call in cruise passengers.

In order to utilise smaller hospitality venues, it is proposed that smaller luxury minibuses would be utilised, say 15 – 30 seater capacity.

During the out of cruise season, themed day trips could also be added with residents from one local authority going to another within the group.

Given the size of minibuses to be used, day trips could be marketed to extended family and work groups.

#### **4. Potential participants**

##### **Ports**

Portsmouth Port  
Portland Port

##### **Local authorities**

BCP (Bournemouth, Christchurch and Poole) Council  
Dorset County Council  
Eastleigh Borough Council  
East Hampshire District Council  
Fareham Borough Council  
Gosport Borough Council  
Hampshire County Council  
New Forest District Council  
Portsmouth City Council  
Salisbury City Council  
Southampton City Council  
Test Valley Borough Council  
West Sussex County Council  
Wiltshire County Council  
Winchester City Council

##### **Cruise lines**

Viking Ocean  
Ponant  
Saga UK  
CMV UK  
Phoenix Reisen  
Fred Olsen UK  
Hapag-Lloyd  
Silversea  
Quark Expeditions  
Noble Calendonia  
FTI Kreuzfahrten  
Sea Cloud

##### **Luxury mini bus operators**







**Harnessing the power of technology  
to  
deliver new marketing and sales opportunities  
for Test Valley businesses  
in the retail, service and tourism sectors**

**A presentation**

**to**

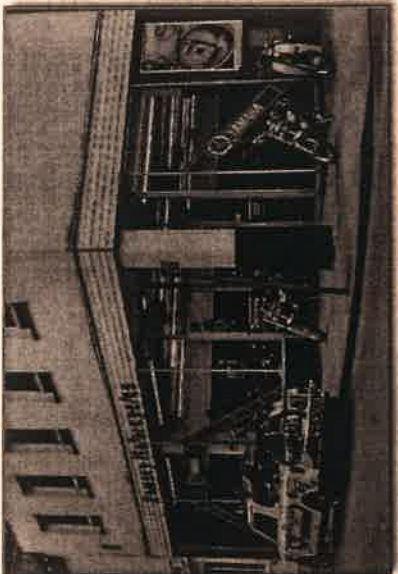
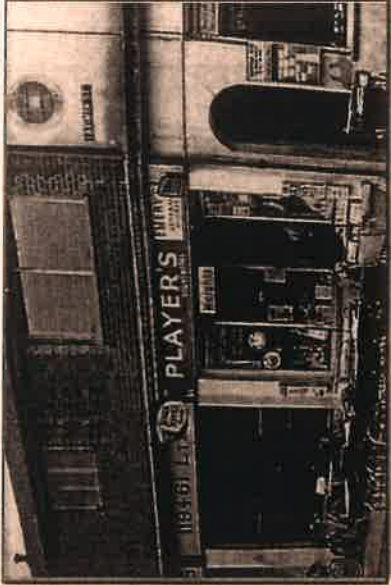
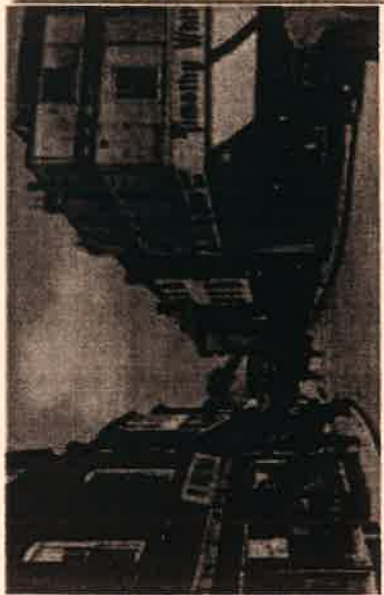
**Romsey  
Future** 

**Lisa Mortimer MRICS**

**Romsey Town Centre Manager**



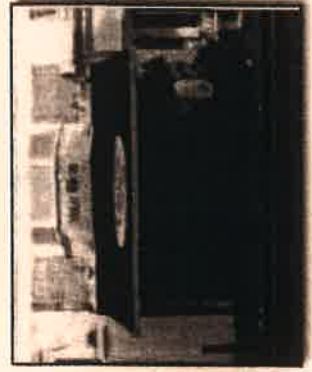
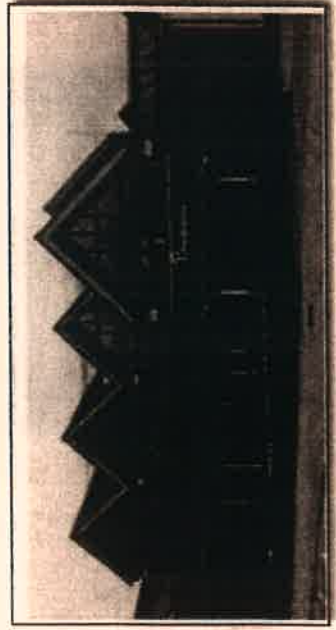
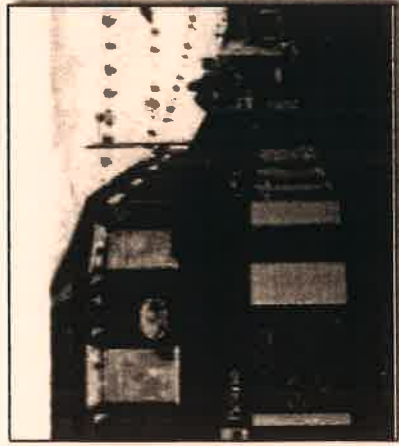
**The retail and business sectors have been continually evolving, the Covid pandemic has hastened this evolution.**



According to the Office of National Statistics, 35.2% of retail sales were on line in January 2021. It remains to be seen what volume of sales will remain on line with the reopening of businesses. .



Harnessing the power of technology to deliver new marketing and sales channels as well as enable “value addition” and “keep the spend local”.





## Adding value



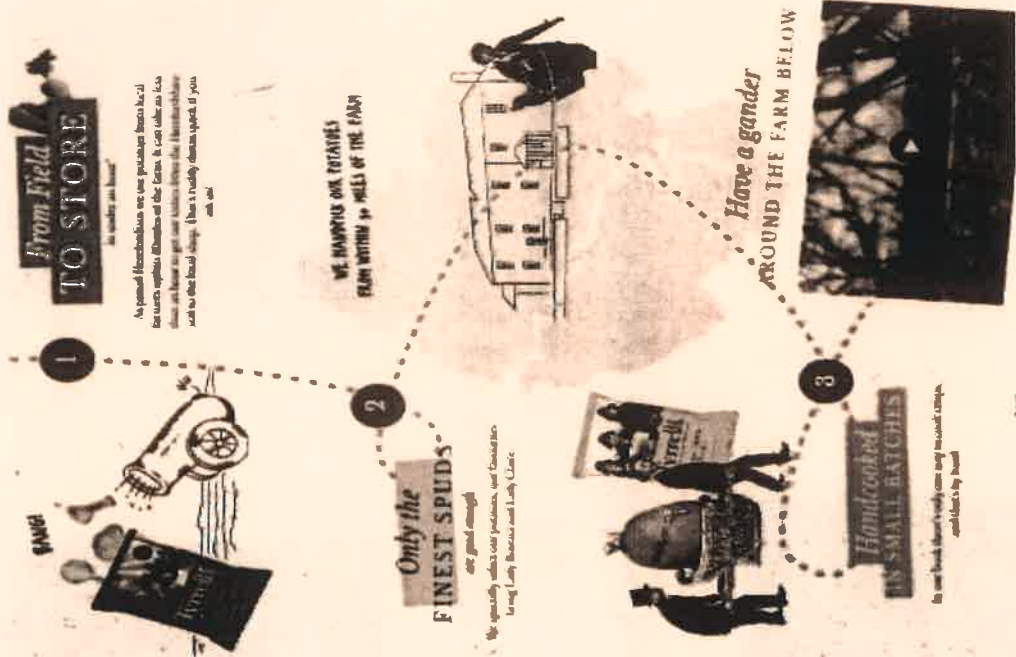
current average price paid to farmer  
£220/ton (£0.22p/kilo)



processed and retailing at  
between £8.25 to £15.11/kilo

a 3,650% to 6,768% increase in value

## Keeping as much of any spend local





# **On line directory or multi vendor platform for the Test Valley businesses**

**The on line directory**  
with links to individual  
business web sites with  
customers making  
purchases from  
individual businesses  
with click and collect or  
individual delivery  
arrangements



**The multi vendor web  
site/application**  
where customers can  
make purchases from a  
number of differing  
businesses through a  
single website or  
application with a  
single payment

# Examples of existing on line directories

Test Valley Directory

Test Valley Business Directory

Shop Local

Business Name	Address	Phone	Website
Blue Chip Sales	100 High Street, Bournemouth, Dorset, BH1 1AA	01202 333333	www.bluechipsales.co.uk
Blue Chip Design	100 High Street, Bournemouth, Dorset, BH1 1AA	01202 333333	www.bluechipdesign.co.uk
Blue Chip Florists	100 High Street, Bournemouth, Dorset, BH1 1AA	01202 333333	www.bluechipflorists.co.uk

Visit Romsey

Home Textiles, Gifts, Antiques, Jewellery, Watches, Silver

SHOPS

ROMSEY, HAMPSHIRE

About Alresford

The High Street is a beautiful street with the oldest houses in the town.

**Food & Wine Shops**

Alresford boasts the traditional shops of a small market town including Butchers, Fishmongers, Bakers, and Sausage makers. It is also well known for a range of specialist shops offering designer furniture, art, cards, gifts, antiques, and clocks, as well as chess and specialist books. You will find plenty of long story parking at the station - so take your time and browse. Alresford market is held on the Friday mornings and the first Sunday in the month in Broad Street.

**Solles Butchers of Alresford**  
5 Broad Street, Alresford  
01962 732477  
www.sollesbutchersofalresford.co.uk

**Butcher and Game Dealer of Duncton, Hants**  
Our ready made meals, prepared and baked daily on the premises. Fresh bread available. Fresh cut sides. Hog Roasts, spit roast lamb or barbecue for your weddings, garden parties, teas etc.

**CE Evans & Son**  
8 West Street, Alresford  
High Class Family Butcher. Suppliers of tender Scotch Beef from the Northern Isles - full of natural flavour.

## Multi Vendor Digital Platforms

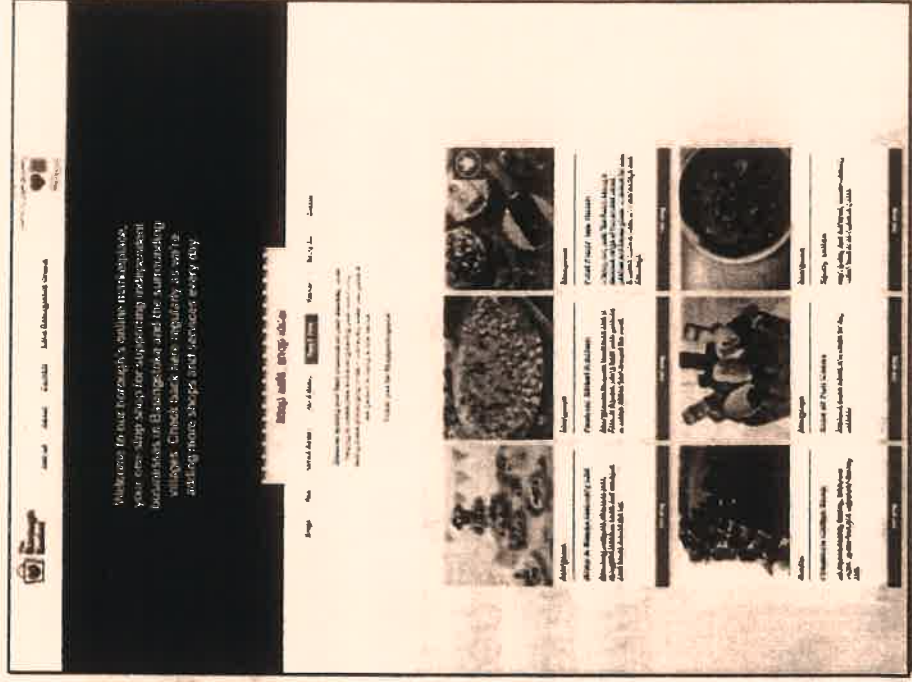
Digital offerings for towns have evolved from Wi-Fi enabled town centres through to on line directories . Digital on line platforms enable consumers to visit a number of local businesses through a single web site/app and make multiple purchases with one payment and delivery arrangement, examples include.



The Henley Basket | Support your local retailers | Henley-on-Thames



Risborough Basket



<https://theboroughbasket.co.uk>



## **Romsey/Test Valley Tourism and Community Heritage App**

The Covid pandemic with its lockdowns and closure of visitor attractions had given considerable impetus to utilising a variety of technology driven solutions to preserve an interest and limited income to an attraction with virtual tours or the use of new technology as part of an ongoing marketing campaign to ensure that visitors return. Some attractions have managed to combine both facets..

With the opening up of attractions once more, there is an opportunity to combine a virtual offering with reality.

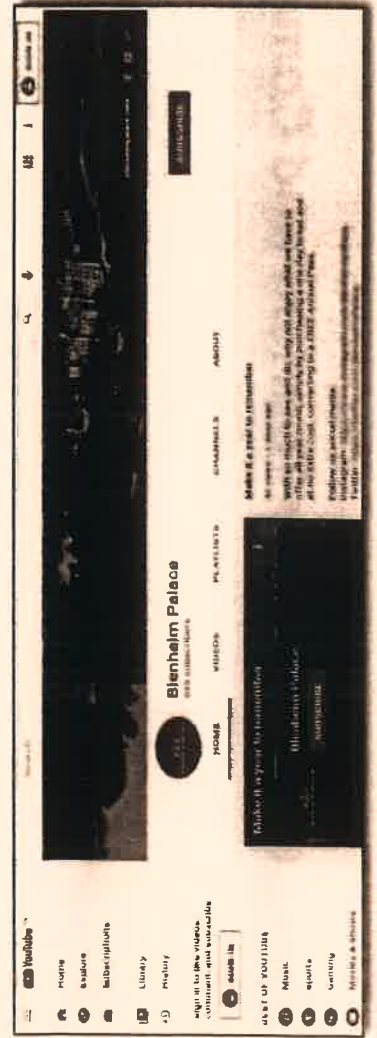
## Romsey/Test Valley Tourism and Community Heritage App

The utilisation of technology covers a whole range of budgets from the rudimentary to high end productions that include the use of 3D technology.

One high end production is for Blenheim Palace, which even has its own YouTube channel alongside its virtual tour



State Room tour by  
[www.tourdimensional.com](http://www.tourdimensional.com)  
([matterport.com](http://matterport.com))



[Blenheim Palace - YouTube](#)



## **Romsey/Test Valley Tourism and Community Heritage App**

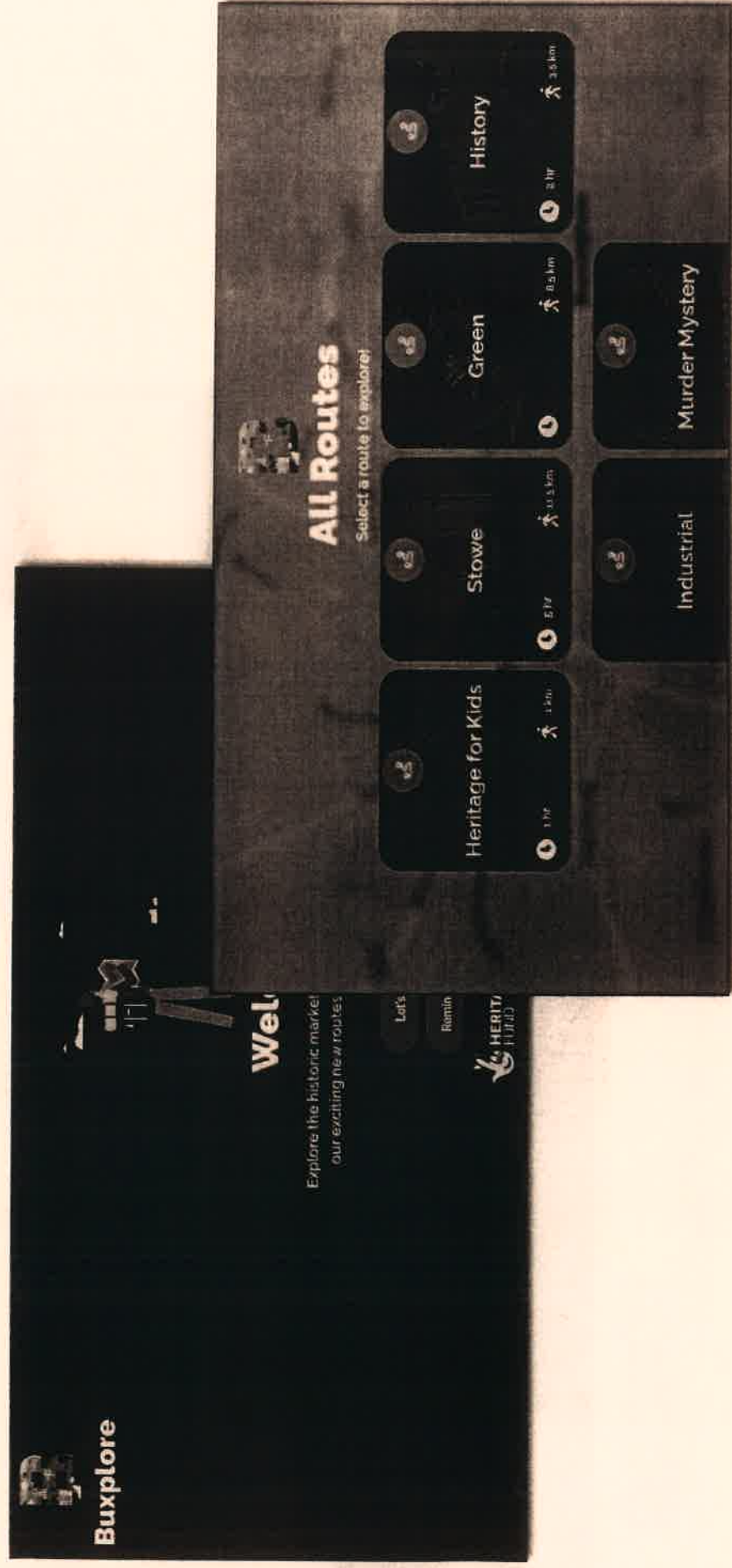
### **Proposal**

To seek funding for the development of a Romsey Tourism and Community Heritage web site and app, as a prototype for a wider Test Valley app, to promote and develop tourism in the Romsey area either through a physical or a virtual visit. This proposal is to increase visitor numbers to the area as well as tourist spend, possibly through a link up with Romsey's digital business platform.

Both physical and virtual visitors can access trails and tours through the platform of particular interest, such as heritage and garden trails for example. Each route gives information on places to eat and drink, toilets, parking facilities and information relevant to that particular trail.

## An example of an existing tourism and community heritage app

Buckingham Town Council have developed a tourism digital platform (web App link below), which can also be downloaded through Googleplay.



<https://buxplore.web.app/>

# A bit about Buckingham and its similarity to Romsey



Buckingham is located in the rural north of Buckinghamshire, UK, with an approximate population of 15,000 people and 6,200 homes.

A screenshot of the Buxplore: Community Heritage App website. The header includes navigation links for Home, Your Town Council, Our Services, Visiting Buckingham, and Contact Us. The main content area features a large heading "Buxplore: Community Heritage App" and a sub-heading "Home - Buxplore: Community Heritage App". Below this is a section titled "Buxplore: Buckingham Community Heritage App" with a large "B" graphic. The text describes the app as a walk, play, explore, and discover Buckingham app, highlighting its features like choosing routes and taking tours around the streets and parks. A "Launched in May 2020" section mentions a "Heritage for Kids" feature. On the right, there is a promotional image for the app with the text "BUXPLORE" and "HERITAGE FIND".

## **Indicative costs of building and maintaining the Buckingham App**

I contacted Buckingham Town Council to research the development costs that they incurred and was advised of the following

App development - £5000

Graphic design - £2250

Other costs (marketing, copyright permission for image use etc) - £500

Long term costs to maintain the app are between £400 - £1400 per year,

Buckingham Town Council applied and obtained a National Lottery Heritage Fund Grant on £10,000 and the content for the App was put together by local heritage/history groups, library staff and students from one of the local secondary schools, who worked alongside staff from the Town Council.

Ongoing data management is provided by the web App developer and staff at the Town Council as a joint venture.

## Next steps

If an in principle decision is made to fund and resource the applications that have been illustrated, next steps will include:

- The establishment of a project team and lead
- Undertake market research to establish demand
- Scope the requirements
- Prepare an outline specification
- Obtain cost estimates
- Procure a contractor to build and maintain the apps



# Romsey Town Council

Town Hall  
1, Market Place  
Romsey  
SO51 8YZ



## BUILDING & TOWN COMMITTEE MEETING

Minutes of the Meeting held on Tuesday 17<sup>th</sup> August 2021

In the Chair: Councillor J. Critchley

### Attendance:

P. Cllr. D. Baverstock  
P. Cllr. J. Burnage  
P. Cllr. J. Cairney  
P. Cllr. M. Cooper  
P. Cllr. I. Culley  
P. Cllr. N. Gwynne

P. Cllr. J. Critchley  
P. Cllr. K. Dunleavy  
P. Cllr. M. Southey  
P. Cllr. J. Parker  
A. Cllr. C. Wise  
P. Cllr. S. Wilkinson

Clerk: Debbie Forder  
Public: 2

Present:  
Lisa Mortimer - TTC

### 1. APOLOGIES

Cllr. C. Wise

### 2. DECLARATION OF INTEREST

None

### 3. MINUTES

The minutes of the Building & Town Committee Meeting held on 15th June 2021 were confirmed as a correct record.

**PROPOSED:** Cllr. D. Baverstock

**SECONDED:** Cllr. J. Burnage

#### CARRIED

**Matters Arising** – Cllr. I. Culley asked if there was any update on the suggestion of Life Saving Equipment at Sadler's Mill. Cllr. J. Parker reported the Test Valley Community Safety Group and local residents did not support the idea and felt it may encourage more people to swim in the river.

### 4. PUBLIC PARTICIPATION – None

### 5. ARCHIVIST REPORT – None

### 6. REVIEW OF BOOKINGS

The Events Manager reported bookings are on the increase with more enquiries now that COVID-19 restrictions are being relaxed. A new Pilates class in the Court Room at the beginning of September four mornings a week.

### 7. TOWN HALL ROOM HIRE RATES

**RECOMMENDATION:** It is **PROPOSED** by Cllr. K. Dunleavy and **SECONDED** by Cllr. S. Wilkinson to increase room rates as recommended by Chief Officer with immediate effect. Rates to be reviewed bi-annually.

#### RESOLUTION NO. 21/09

It was **RESOLVED** to increase room rates as recommended by Chief Officer with immediate effect.

Rates to be reviewed bi-annually.

**PROPOSED:** Cllr. K. Dunleavy

**SECONDED:** Cllr. S. Wilkinson

#### CARRIED

# Romsey Town Council

Town Hall  
1, Market Place  
Romsey  
SO51 8YZ



## **BUILDING & TOWN COMMITTEE MEETING**

Minutes of the Meeting held on Tuesday 17<sup>th</sup> August 2021

### **8. TOWN HALL – COVID 19**

The Clerk reported the Town Hall continues to be open adhering to COVID guidelines.

### **9. FINANCE REPORT**

The Clerk presented Month 3. No areas of concern.

### **10. LIFT INSTALLATION**

The Clerk reported the new lift is now fully operational. Cllr. D. Baverstock asked for the agenda item to be removed from future meetings now all the work is completed.

### **11. BUILDING MANAGER'S REPORT (Appendix 1)**

Cllr. I. Culley asked when the window blocks were being installed. The clerk informed the meeting the work was scheduled for week commencing 23<sup>rd</sup> August. Cllr. I. Culley asked if there was any update on the Market Place paving where SSE had repaired the hole with cement, Cllr. J. Parker stated the utility companies had 6 months to repair the hole with the correct paving slabs. Cllr. I. Culley also asked whether there was anything further on the access agreement with the TH neighbour but in the BM's absence nothing was known.

### **12. TOWN & TOURISM CO-ORDINATOR REPORT (Appendix 2)**

The Committee thanked the Town & Tourism Co-Ordinator for her detailed report.

A discussion was held with regards to the following: -

Government Covid Grant Funding Scheme - Welcome Back Fund. The TTC apologises for the lateness of the papers which she wanted to bring to the Committees' attention. The TTC said the grant cannot be used for capital expenditure which is the proposal for Romsey. The TTC has raised the issue with TVBC. Cllr. M. Cooper stated he would email the cabinet regarding the grant and Cllr. J. Parker would raise the matter with Cabinet as it is important that we do not lose the funding. Cllr. N. Gwynne suggested the money be put towards the ecommerce platform or an electronic screen on the front of the Town Hall to advertise upcoming events in the Town.

### **13. EMERGENCY PLANNING GROUP**

Nothing to report

### **14. HENDOG GRAFFITI – MEMORIAL PARK**

Cllr. J. Critchley informed the committee Test Valley Borough Council had refused to protect the artwork as it is graffiti. Cllr. M. Cooper proposed, seconded by Cllr. K. Dunleavy that Romsey Town Council write to Test Valley Borough Council offering to purchase a piece of polycarbonate which RTC staff would install once permission received. Cllr. J. Critchley happy to collect the polycarbonate once ordered (Christchurch supplier)

### **15. CONGREGATIONAL CHAPEL BURIAL GROUND (opposite United Reform Church)**

The Clerk to write to Test Valley Borough Council formally requesting that the area be cleared on a regular basis, this would discourage the anti-social behaviour which is being reported from the residents of Abbey Water regularly.

**Meeting closed 8.20p.m.**

# Romsey Town Council

Town Hall  
1, Market Place  
Romsey  
SO51 8YZ



Tel: 01794-512837

Email: howard.brisland@romseytc.org.uk

## Building Manager Report to Building and Town Committee 17<sup>th</sup> August 2021.

1. **Main Staircase**      New handrails being sourced to match existing.
2. **Council Chamber**      There were reports of patrons of a ticketed event leaning out of the windows. The Attendants only open them between 14" to 15" for airflow. Stops will be fitted to prevent wider opening.
3. **Covid Working**      I am still regularly checking the information updates from both the Government and Health & Safety Executive. The Risk Assessment and guidance is then updated. This takes an unprecedented amount of time.
4. **Lift**      The new lifts are now commissioned and working correctly. Building Control has not yet been signed off. This is not a problem. There were a few changes to the "as fitted" drawings thus require reassessing. Changes agreed verbally prior to!  
 Decoration and flooring is still work in progress. Kitchen, Servery and Bar are all now in use. Cranfield is complete but they have not yet reoccupied.  
 The final costs are not all quantified yet (extras!). However, it appears that we will be within the agreed budget.
5. **Cupernham Notice Board**      Whilst we removed the vandalized notice board for repair/replacement the local shop attached new signage to the location. This is being pursued with TVBC and the Shop.
6. **Market Place Paving**      SSE dug a hole in the paving outside No.10. The repair has been in cement not in the matching stone kept for this use at HCC's Luzbrough Depot.





Request Full Report from Lisa Mortimer if required

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**ACTIVE TRAVEL FUND  
THE HUNDRED / MARKET PLACE &  
PORTERSBRIDGE STREET, ROMSEY  
FEEDBACK  
KEY FINDINGS REPORT  
JULY 2021**

---

Att 2.





### TTC Meetings since last report in June 2021

25<sup>th</sup> June - Meeting with David Gleave and Rachel Gander (Tourism Winchester City Council)

28<sup>th</sup> June – Meeting with Tim Lincoln at The Exchange

29<sup>th</sup> June – Onsite meeting at Gambledown Farm – Test Valley Tourism Meeting

2<sup>nd</sup> July – Launch of Romsey Festival – Abbey Garth

6<sup>th</sup> July – Meeting at Town Hall re Antiques Fair details

7<sup>th</sup> July – Romsey Disabled People’s Picnic – The Rapids Field

10<sup>th</sup> July – Abbey Development Project Meeting – Romsey Abbey

12<sup>th</sup> July – Romsey Future Combined Meeting (Teams)

12<sup>th</sup> July – Presentation to Romsey & District Society re Digital Platforms for Romsey

13<sup>th</sup> July – Christmas Meeting – RTH Court Room

14<sup>th</sup> July – Romsey Future Tourism Group Meeting - RTH

27<sup>th</sup> July – Zoom call with ShopAppy and David Gleave

3<sup>rd</sup> August – Well Being Event Meeting - Teams

#### Planned Meetings this month (so far)

12<sup>th</sup> August – RF Vision Refresh (Teams)

16<sup>th</sup> August – Meeting Graham Haynes TSE and Julia from VIC to discuss Visit Romsey Website

24<sup>th</sup> August – Christmas Meeting – RTH

25<sup>th</sup> August – Well Being Event – RTH

26<sup>th</sup> August – ShopAppy Presentation via Zoom



## Romsey Town Council

### Building and Town Committee Meeting

Tuesday 17<sup>th</sup> August 2021

#### Additional item for information from Lisa Mortimer - Romsey Town Centre Manager

Those members of the Town Council, who are also District Councillors, may have seen the Report that is going to TVBC's Cabinet on this Wednesday 18<sup>th</sup> August from the Community and Leisure Portfolio Holder prepared by the Head of Community and Leisure, in consultation with the Head of Finance and Revenues, in respect of the allocation of Test Valley Borough Council's award of £112,403 from central Government's "Welcome Back Fund"

A copy of the Report is attached

The following allocations and use of the funds are proposed:

**Andover** - £62,403 towards an extended programme of diverse cultural events and activities, in keeping with the direction of travel for regeneration, and aspirations set for the town centre masterplan.

**Stockbridge** – up to £20,000 towards extending interim measures to manage safe / social distancing.

**Romsey** - £30,000 towards urban realm improvement projects between Dukes Mill, Fishlake Stream and Stirling Walk

The report includes the following in respect of Romsey:

*The proposals contained within this report have been put forward with the support and endorsement of both Romsey Future and Andover Vision board*

*Romsey - £30,000 towards urban realm improvement projects between Dukes Mill, fishlake stream and Stirling Walk.*

*(a) Ambition to enhance this section of the town is already articulated as part of the South of Town Centre Masterplan.*

*(b) It is proposed that a £30,000 allocation is made toward this project (subject to eligibility and funds being spent this financial year)*

The latest guidance notes published by the Ministry of Housing, Local Government and Communities on 6<sup>th</sup> August 2021 states that there are three main categories where activities are out of scope and cannot be supported, one of which is

**Capital expenditure** – this is revenue only funding project intended to help local authorities address the longer-term impact of Covid-19 on local economies. This can include activities that last as long as restrictive measures are in place as well as activities that help future proof high streets. Permanent changes are therefore not permitted.

The TVBC Report does not have any details of what the proposed works are for Sterling Walk and the Fishlake Stream are but the out of scope capital expenditure should be noted. This matter has been raised with TVBC.

**Lisa Mortimer**





# Government Covid Grant Funding Scheme – Welcome Back Fund

Report of the Community and Leisure Portfolio Holder

## **Recommended:**

**That the Head of Community and Leisure, in consultation with the Head of Finance and Revenues, be authorised to allocate Test Valley Borough Council's allocation of the "Welcome Back Fund" as described in paragraph 6.2 of the report.**

### **SUMMARY:**

In recent months, the government has introduced the Welcome Back Fund to enable local authorities in England to put in place additional measures to create and promote a safe environment for local trade and tourism, particularly in High Streets, as their economies reopen and recover from the pandemic.

This report seeks authority to allocate the £112,403 funding available for Test Valley.

## **1 Introduction**

- 1.1 Throughout the pandemic the government has made funding available to local authorities to help fight the impacts it has had on our communities.
- 1.2 Some of this funding is ring-fenced, and must be spent on specific activities. Some comes directly to Test Valley Borough Council, whereas some is allocated via Hampshire County Council.
- 1.3 Where funding is provided for specific purposes, there is government guidance attached as to what it can (and cannot) be used for, along with a requirement to submit returns to government confirming how the funding has been allocated and spent (on allowable expenditure).
- 1.4 This report provides an update on one of the government's more recent funding streams, the Welcome Back Fund, and proposals as to how it will be used.

## **2 Background**

- 2.1 The council has received an allocation of £112,403 of Welcome Back Funding. The fund is intended to allow and enable local authorities in England to put in place additional measures to create and promote a safe environment for local trade, tourism, particularly in the High Streets, as their economies reopen.

- 2.2 Grant conditions include details of what this allocation can (and cannot) be used for;
  - 2.2.1 Funding can be used by local authorities to;
    - (a) Boost the look and feel of an area (eg parks, green spaces– to make High Streets welcoming)
    - (b) Publicity campaigns to encourage visitors
    - (c) Preparing / holding events that will boost footfall and encourage people back into their High Streets (thereby supporting local businesses)
    - (d) Installing / refreshing signage or markings to encourage safety / social distancing
    - (e) Improving green spaces on High Streets
  - 2.2.2 The supporting guidance notes state funding can be used for 'support to promote a safe public environment for a local area's visitor economy.' This includes, but is not limited to;
    - (a) Place-based marketing (for example, supporting safe celebration events on High Streets and local towns)
    - (b) Marshals
    - (c) Public space maintenance
    - (d) Maintenance of public conveniences including new temporary facilities
    - (e) Beautification activities (inc graffiti removal)
    - (f) Non-permanent public realm adaptations
    - (g) Activities that future proof the High Street
    - (h) Improvement of green spaces and provision of outdoor seating areas.
  - 2.2.3 The guidance also stipulates what the funding cannot be used for, such as;
    - (a) Activities that provide no additionality
    - (b) Capital expenditure
    - (c) Grants to businesses
    - (d) To replace funding already committed in other projects
- 2.3 The guidance notes includes reference to working with key stakeholders in scoping and agreeing what the funding allocation is to be used for, and seeks assurance that it is committed within the 2021/22 financial year.
- 2.4 There is a High Street in each of Test Valley's towns of Andover, Stockbridge and Romsey, and so it is recommended to allocate a proportion of funding to each.
  - 2.4.1 The proposals contained within this report have been put forward with the support and endorsement of both Romsey Future and Andover Vision boards.

- 2.4.2 Temporary infrastructure enhancements in Stockbridge have been led by both the Parish Council and Hampshire County Council, and so any proposed allocation of funding for continuation or enhancement in Stockbridge, would be made with their full agreement.

### **3 Corporate Objectives and Priorities**

- 3.1 All options contribute to prime corporate objectives to enhance our town centres.

#### **3.2 Growing the potential of town centres to adapt and be attractive, vibrant and prosperous places.**

- (a) future proofing our town centres to be accessible places where people live, shop, work and spend their leisure time.
- (b) Enhancing public realm and improving the appearance and environment of our town centres.
- (c) Making our town centres attractive places for inward investment to attract more jobs and increase footfall.
- (d) Working with Andover Vision and Romsey Future to ensure that growth within our town centres benefits all of our communities.

### **4 Consultations/Communications**

- 4.1 The proposals contained within this report have been put forward with the support and endorsement of both Romsey Future and Andover Vision boards. Both Andover Vision and Romsey Future partnerships are made up of a broad mix of statutory, local and charitable stakeholders for their respective towns.
- 4.2 Proposals for Stockbridge will be agreed in partnership with the Parish Council and Hampshire County Council, both of whom have led on projects for the High St during the pandemic.

### **5 Options**

- 5.1 Do nothing.
- 5.2 Propose to allocate the funding as follows:
- 5.2.1 Andover - £62,403 towards an extended programme of diverse cultural events and activities, in keeping with the direction of travel for regeneration, and aspirations set for the town centre masterplan.
  - 5.2.2 Stockbridge – up to £20,000 towards extending interim measures to manage safe / social distancing.
  - 5.2.3 Romsey - £30,000 towards urban realm improvement projects between Dukes Mill, fishlake stream and Stirling Walk.
- 5.3 Consider some other scheme for funding.

## 6 Option Appraisal

### 6.1 Do nothing.

6.1.1 The Council could chose not to draw down Welcome Back Funding and return the allocation, but on the basis there are a number of positive and potentially viable options for use of the funding, this is not the recommended option.

### 6.2 Propose to allocate the funding as follows:

6.2.1 Andover - £62,403 towards an extended programme of diverse cultural events and activities in keeping with the direction of travel for regeneration, and aspirations set for the town centre masterplan.

- (a) The Council, BID, Chantry Centre and the Lights are already working together on a programme of events for the town throughout the summer of 2021.
- (b) In line with the direction of the town centre masterplan, Welcome Back Funding provides an ideal opportunity to extensively enhance our cultural events and activities programme (as a catalyst for change and regeneration).
- (c) In doing so it is intended to set out a plan for a more diverse programme of cultural events, activities and 'meanwhile uses', for and across the town centre.
- (d) This will require a dedicated curatorial and event coordination resource, as well as scoping the events, initiatives and activities themselves.
- (e) The detail and resource plan for this work is still being prepared, and it will be the subject of a future and more detailed report to Council.

6.2.2 Stockbridge – up to £20,000 towards extending interim measures to manage safe / social distancing.

- (a) Stockbridge Parish Council and Hampshire County Council have led on the development of temporary measures to enable safe and socially responsible use of their High Street. It would therefore only seem appropriate for any extension / enhancement of this scheme to be determined in consultation with these partners.
- (b) Discussions as to the specific detail are ongoing but a provisional allocation of up to £20,000 is recommended (with any underspend being reallocated to Andover and/or Romsey).

6.2.3 Romsey - £30,000 towards urban realm improvement projects between Dukes Mill, fishlake stream and Stirling Walk.

- (a) Ambition to enhance this section of the town is already articulated as part of the South of Town Centre Masterplan.
- (b) It is proposed that a £30,000 allocation is made toward this project (subject to eligibility and funds being spent this financial year).

- (c) If this is ultimately not possible, and in consultation with Romsey Future and its stakeholders, it is proposed that the funding allocation instead be directed to an alternate Romsey Future scheme – such as the 'virtual High Street / Smart Town' project (currently also being scoped), or to promote events and activities that support or promote recovery (with any underspend being reallocated).

6.2.4 This is the recommended option, and it is proposed that details of each project would be reported to Members as they progress.

### 6.3 Consider some other scheme for funding

6.3.1 A number of good ideas have been put forward and discussed with partners. It would be possible to consider other schemes, but it would seem prudent to pursue those agreed above before considering others. There is a risk that no further viable scheme or options would emerge, and / or time would run out for its use whilst further options are explored (and the funding could be lost). For this reason, this is not the recommended option.

## 7 Risk Management

7.1 An evaluation of the risks indicate that the existing controls in place mean that no significant risks have been identified at this time.

## 8 Resource Implications

8.1 This report seeks authority for the allocation of the Welcome Back Funding, as set out in section 6.2 of this report. This is a government grant allocation and there are no net budgetary implications.

8.2 A further report will be prepared for a future Cabinet meeting to present a more detailed proposal for an extended programme of cultural events, activities and 'meanwhile uses' for Andover town centre.

## 9 Legal Implications

9.1 The funds must be spend in accordance with the specified criteria – a link to which is provided in 'background papers' section below.

## 10 Equality Issues

10.1 All / any schemes will be required to complete individual EQIAs as appropriate as proposal crystallise.

## 11 Other Issues

11.1 **Community Safety** – for all / any projects and activities on our High Streets and/or in public places, a 'covid-safe' risk assessment will be carried out in addition to existing and statutory risk assessments and risk management measures.



11.2 **Property Issues** – land owners, statutory consultees and stakeholders will be consulted as appropriate.

11.3 **Wards/Communities Affected** – all town centre wards though all wards likely to be impacted.

## 12 Conclusion and reasons for recommendation

12.1 To enable local authorities in England to put in place additional measures to create and promote a safe environment for local trade, tourism – particularly in High Streets, as their economies reopen – it is proposed that Welcome Back Funding be allocated as set out in section 6.2 of this report.

<u>Background Papers (Local Government Act 1972 Section 100D)</u> <a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/993397/Welcome_Back_Fund_Guidance_v2.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/993397/Welcome Back Fund Guidance v2.pdf</a>			
<u>Confidentiality</u> It is considered that this report does not contain exempt information within the meaning of Schedule 12A of the Local Government Act 1972, as amended, and can be made public.			
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(Community and Leisure Portfolio) Councillor I Jeffrey			
Officer:	Dave Tasker	Ext:	8801
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