


**HEMINGWAY
DESIGN**

NEW masterplanning



Andover Town Centre Public Survey Responses

INTRODUCTION

The online public survey was launched on 20th August 2019, with an aim of unpacking the qualities which make Andover special and hopes for the future of the town. By capturing the public's vision and insight, together we can build a vision for Andover's town centre.

This phase of the process is about discovery, listening and gathering to understand the area's actual and perceived character. We believe that through this method of engagement we are able to collect data and knowledge that is based in fact, encourage the people who have an interest in Andover, to explore local distinctiveness, develop a vision for their town centre which is adaptable enough to achieve buy-in from all sectors of the community. It hopes to uncover the inside story from local residents, visitors and workers to give an accurate insight into what it's really like to live, work in and visit Andover. An honest assessment of its challenges and opportunities. This following document is an analysis of the responses from the survey. The data will then be used to help inform and support the masterplan and vision.

The survey closed on 1st October 2019 with a total of 2688 responses.



Hello and welcome.

Working closely with Test Valley Borough Council, HemingwayDesign and New Masterplanning are working on a vision for the future of Andover's town centre, but we can't do it without your insights.

We want to understand what you need to make your town centre a better place. Everything you write here will be read closely and taken into account,

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DEMOGRAPHIC

Overall the ages of participants are spread across different demographics, with the largest percentage of respondents falling in the 35-44 year age bracket. 13% of respondents are under the age of 24, an impressive total given this age group can often be hard to reach.

Figure 03 shows a map of respondents who took part in the survey. Over 55% of respondents live in Andover SP10

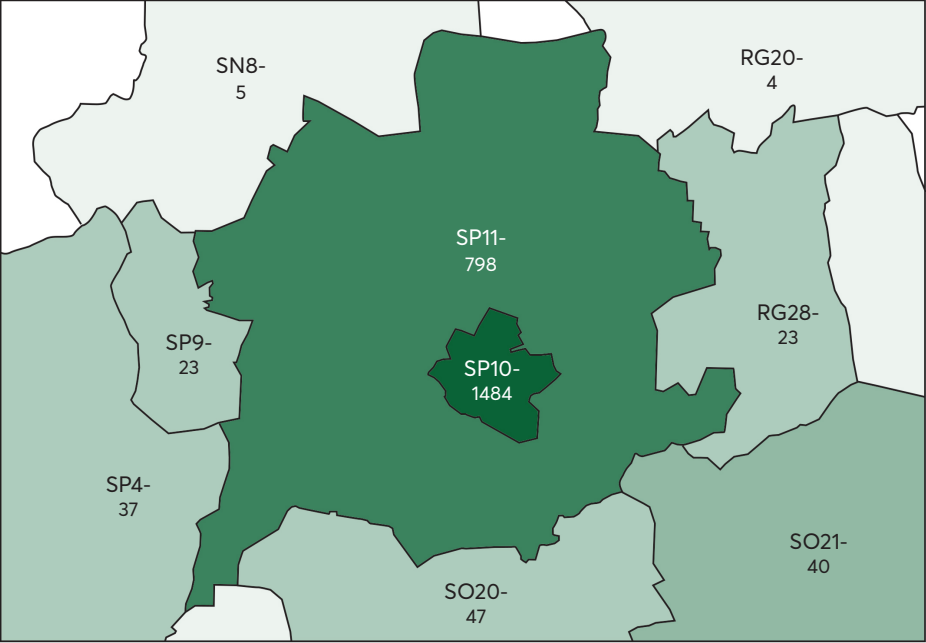


Figure 03

WHICH AGE BRACKET DO YOU FALL INTO?

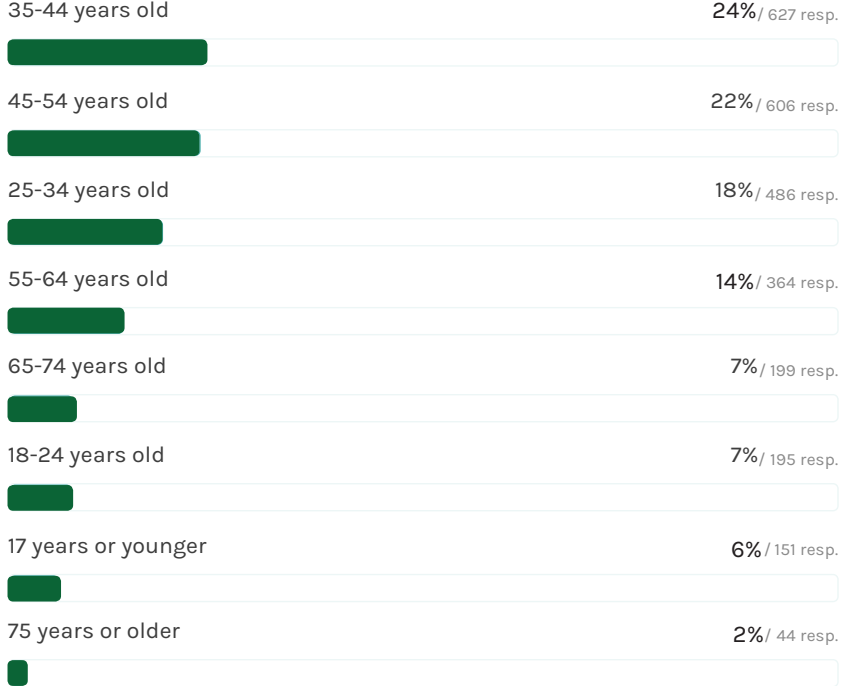


Figure 01

DO YOU LIVE IN ANDOVER?

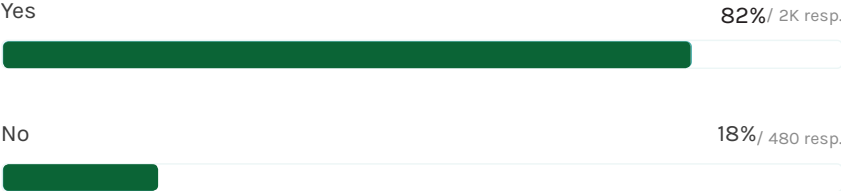


Figure 02

PERCEPTION

It is clear that respondents feel that Andover town centre, with its rich history and proximity to the River Anton is feeling unloved. It is very positive that the overwhelming majority of residents support change in the town centre. Out of the 2587 respondents, only 11 people wanted the town to stay as it is.

Figure 04 is a word cloud composed of words used by respondents to describe Andover town centre. The size of each word indicates the frequency used.

THINK ABOUT ANDOVER TOWN CENTRE. WHAT DO YOU ASSOCIATE WITH THE TOWN CENTRE? TELL US THE FIRST THREE THINGS THAT SPRING TO MIND:



Figure 04

DO YOU THINK ANDOVER TOWN CENTRE COULD BE BETTER?

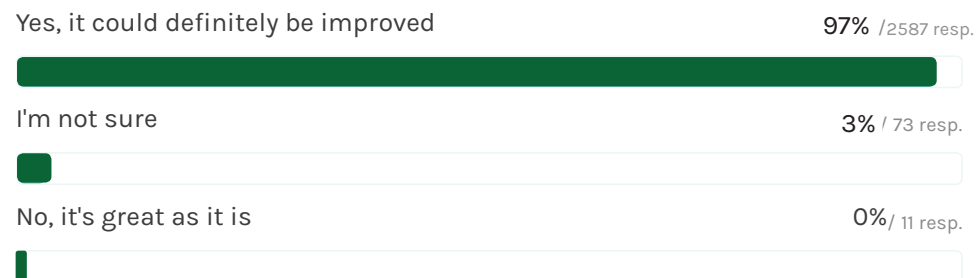


Figure 05

ASSETS

WHAT ARE YOUR FAVOURITE PLACES IN THE TOWN CENTRE? THINK ABOUT SHOPS, PLACES TO EAT, BARS, ENTERTAINMENT, SPORTS OR CULTURAL VENUES THAT YOU FEEL MAKE ANDOVER SPECIAL.



Figure 06

ASSETS

Recurring themes:

- The River Anton is considered a great asset, however is underutilised.
- The events and organised activities that take place in the town centre (High Street) are highly regarded and should be expanded/more frequent.
- More should be made of civic buildings such as Andover Guildhall

Other comments:



“The integration with the river is great, although outdated, outside the Town Mills pub has a nice short walk by the river with the viking boat in. I particularly enjoy to eat in Captains Mezze and use Waitrose the most”

25-34 years, lives outside of Andover

“Town mills holds special memories and the green is nice. The high street is an important place for the town and holding events”

35-44 years, lives in Andover

“The markets that come to Andover are probably the best thing about the town centre”

25-34 years, lives in Andover

“The Lights is fantastic, I love the little independent shops like Mooch, and we use pizza express a lot as it’s great to have a nicer chain restaurant.”

45-54 years, lives in Andover

“Guildhall is lovely. High Street is great but ruined by some shop fronts and run down in places’

45-54 years, lives outside of Andover

“The Guildhall looks great and more should be made of it. Great acts on at the Lights - punches above its weight.”

35-44 years, lives outside of Andover

“The Guildhall could be a lovely feature, so could the river rather than a back alley. Cinema and theatre are both good but not near any other similar entertainment spaces.”

35-44 years, lives in Andover

“Walking by the river and green space near Town Mills”

35-44 years, lives outside of Andover

“I like the wide Pedestrian area this makes Andover quite unique and great for markets”

35-44 years, lives in Andover

“I like the Thursday and Saturday Market, the market needs to be a consistent thing.”

35-44 years, lives in Andover





“I like the entertainment that is put on for the children during school holidays. Maybe this could happen on weekends occasionally so parents that work can join in the fun.”

35-44 years, lives in Andover

“The events that get people together”

35-44 years, lives in Andover

“Independent shops and historical places”

55-64 years, lives in Andover

“I’m not sure anywhere is ‘special’ but it could be. The town mills could be lovely, the high street could be much improved and be really nice too”

35-44 years, lives in Andover

“I enjoy the artisan market when it’s on”

35-44 years, lives in Andover

“No where in particular attracts me. I describe it as functional rather than somewhere you go to indulge leisure time.”

25-34 years, lives in Andover

“The ping pong tables scattered around.”

18-24 years, lives in Andover

“The seating area outside ‘Zintino’ is superb. But, so under-used. Perhaps a reflection on the tenant. The wide High Street area lends itself perfectly to al fresco style coffee/dining etc.”

35-44 years, lives in Andover

“The Brenda Parker Way Footpath, the lakes. Andover has a beautiful river ‘artery’ going through it’s centre it could be better maximised.”

55-64 years, lives in Andover

“Cultural events : The Shilling-fair, the craft and record fairs at The Lights”

45-54 years, lives in Andover

“I think Andover has huge potential. I like the central area and the fact it is pedestrianised. It has some good shops but is very spread out e.g. out of town units and chantry centre. It is usually easy to park and we don’t have a traffic issue but some of the central areas could be nicer to encourage people to stop and socialise.”

45-54 years, lives outside of Andover

“Cheap and easy parking. A couple of nice Independent shops. I like The Station inn for the live music on Saturday nights”

45-54 years, lives in Andover

“I went to planning meeting in Guildhall and was amazed at how special it is upstairs, more should be made of it.”

55-64 years, lives outside of Andover



VISITS

Most local residents visit Andover on a very regular basis and almost 60% visit the town centre once or more a week. This is a positive sign for the town.

Not surprisingly, the daytime is the most common time for respondents to visit the town as this is when most shops are open. However it is positive that over a quarter of respondents visit the town centre at 'lots of different times'.

HOW OFTEN DO YOU GO IN TO THE TOWN CENTRE?

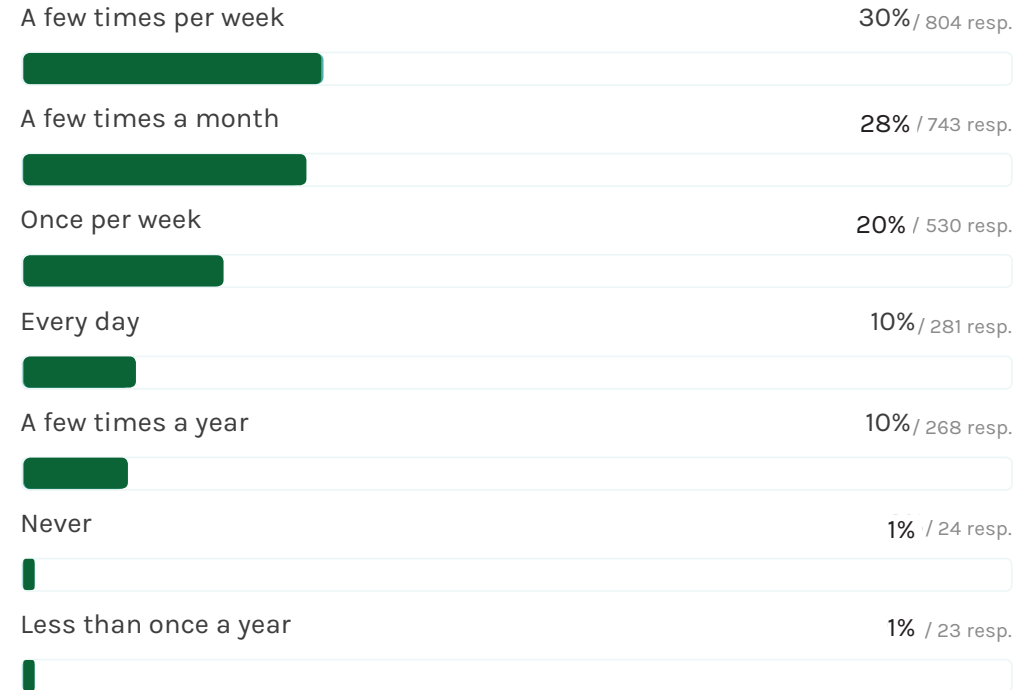


Figure 07

WHEN ARE YOU MOST LIKELY TO GO THERE?

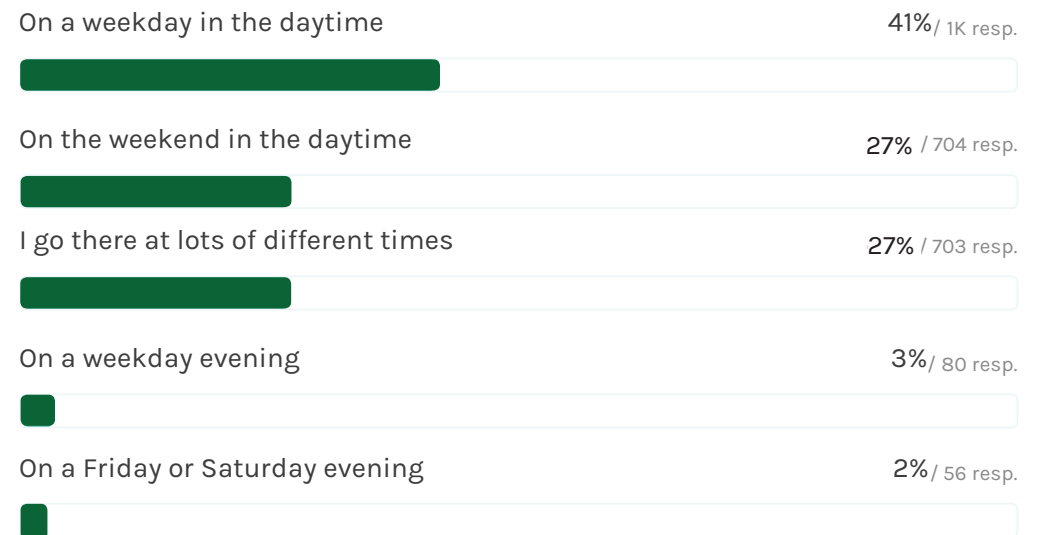


Figure 08

REASONS FOR VISIT

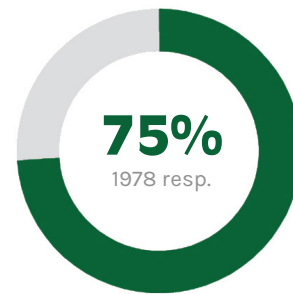
Shopping is the primary reason for visits to the town centre, with 75% of respondents stating that their most recent visits to the town centre were for this reason. It is however very positive to see the wide range of activities for which people visit Andover town centre.

58% percent of respondents recently visited the town centre to eat, drink & socialise.

19% of respondents recently travelled to the town centre for work.

31% of respondents have recently visited the town centre for a cultural, sports or leisure activity.

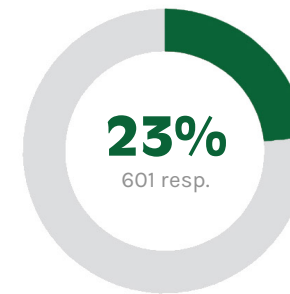
THINK ABOUT THE LAST FEW TIMES YOU WENT TO THE TOWN CENTRE. WHY DID YOU VISIT?



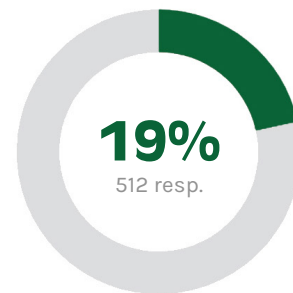
I went to shop



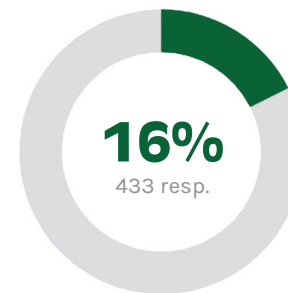
I went in the daytime to eat/drink



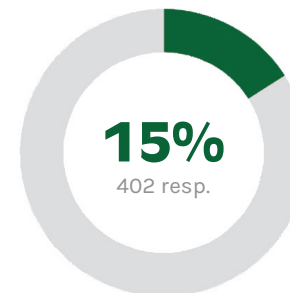
I went in the evening for dinner, drinks or to socialise



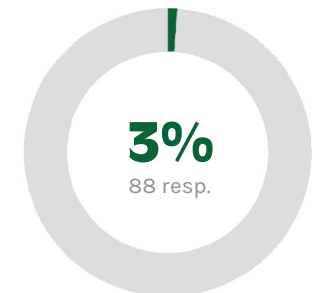
I went for work



I went for a specific cultural activity - cinema, theatre



I went for sport or leisure activity



I went to study

Figure 09

TRAVEL

Although the majority of respondents travel to Andover town centre by car, a large percentage of residents walk to the town centre. The relatively low use of public transport reflects a number of issues, including the ease of access by car and availability of car parking.

The closer people live to the town centre, the more likely they are to walk rather than drive. 44% of respondents living within SP10 (approx. 2km of the town centre) walk which is very positive and suggest significant potential for increasing sustainable travel modes as the town's population grows.

HOW DO YOU USUALLY TRAVEL TO THE TOWN CENTRE?

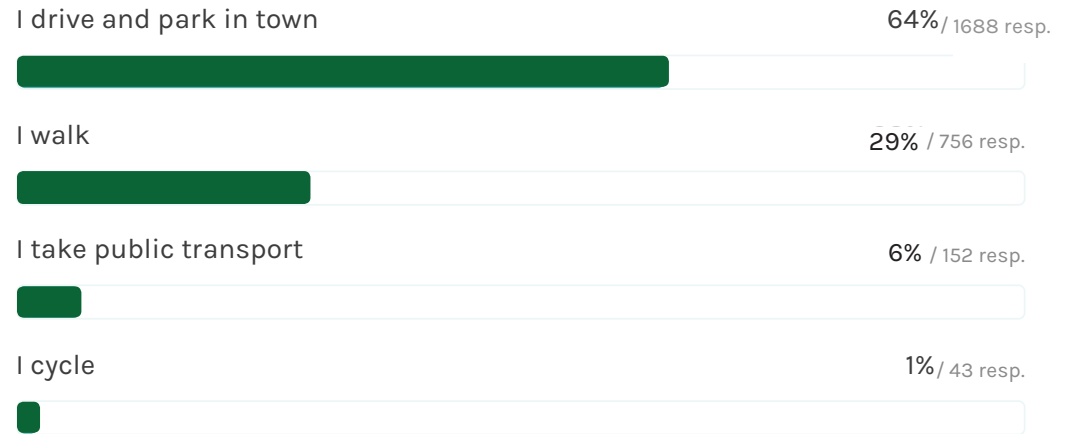


Figure 10

SP10 RESULTS

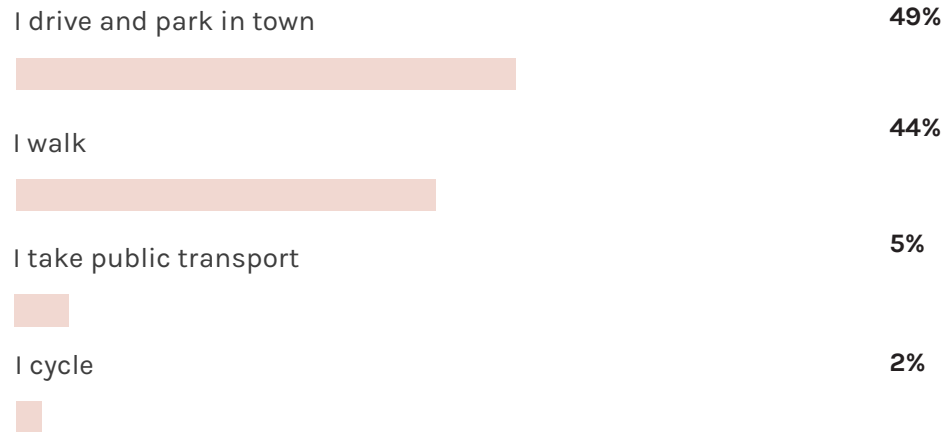


Figure 11

HOUSING

There was a mixed response to the provision of town centre housing which needs to be understood in more detail.

48% of survey respondents felt there is a need for more residential accommodation in the town centre.

Although half the people who responded said that they didn't want to see more homes in the town centre, this may reflect a concern to avoid a loss of shops, offices and commercial uses rather than an objection to housing. People's attitudes to housing will therefore be tested in more detail as the study progresses.

It is interesting to note that over 60% of younger people (U25) said there was a need for more housing in the town centre, with their priority being the provision of 1 and 2 bedroom apartments.

WHAT KIND OF HOMES WOULD YOU LIKE TO SEE IN THE TOWN CENTRE?

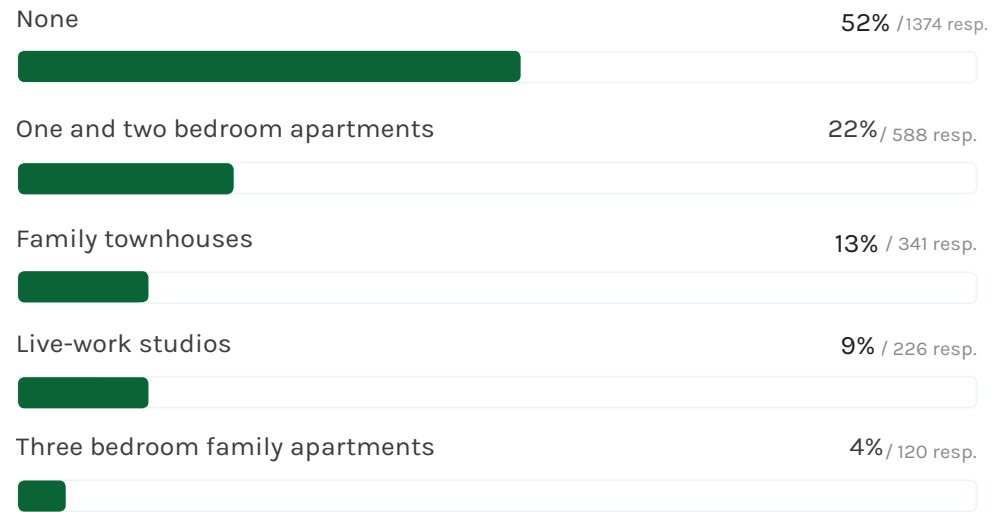
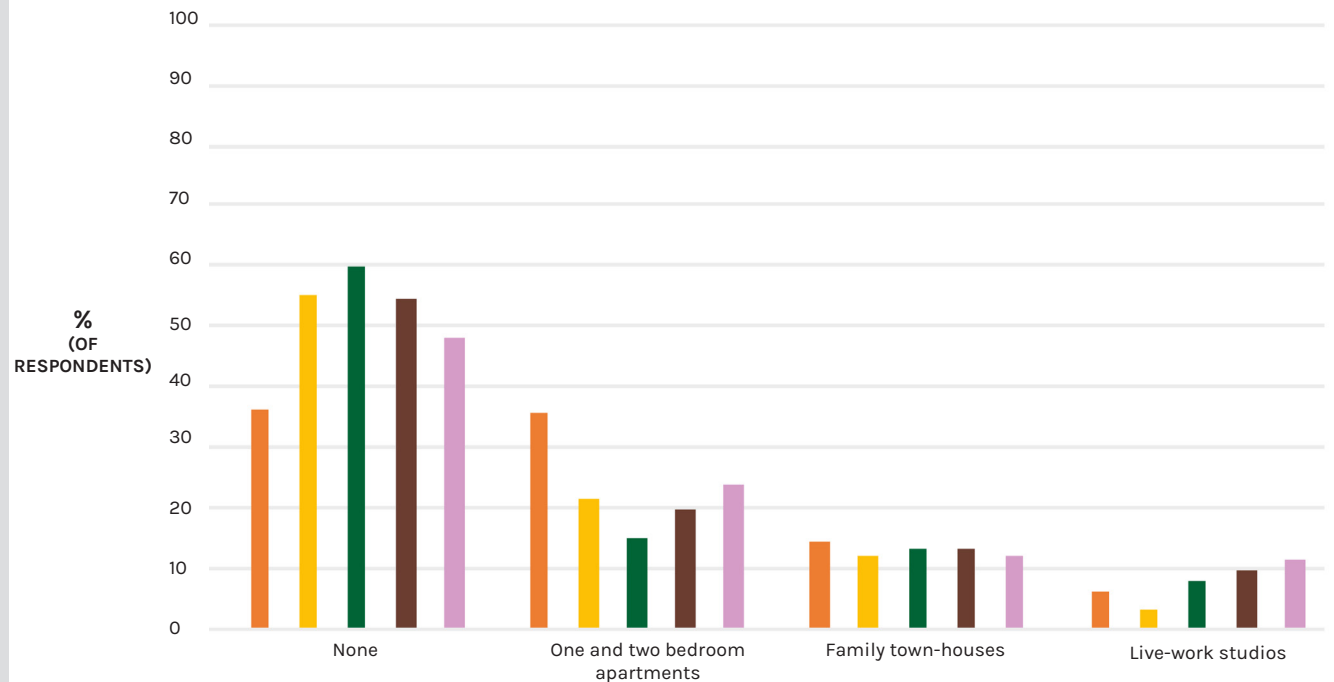


Figure 12



- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years

Figure 13

FUTURE

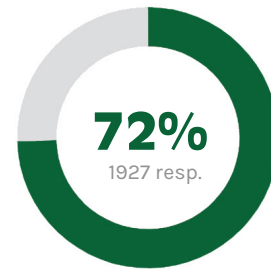
Two broad issues were highlighted in the survey, increasing the number of shops and restaurants, and improving the quality of the public realm. Improving the quality of the public spaces is particularly important for those residents who visit the town centre once a week or more.

An increased number of shops and restaurants proved most popular with respondents, with an independent offer being slightly more desirable than big chains/multiples.

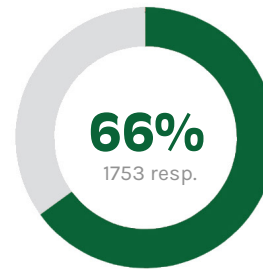
Respondents also felt the town centre needed more green and public spaces for leisure, play, events and cultural uses. Almost 40% of respondents feel that being able to access the river (Anton) for recreational uses would be beneficial for the town.

Very few respondents felt there was a need for more parking in the town centre.

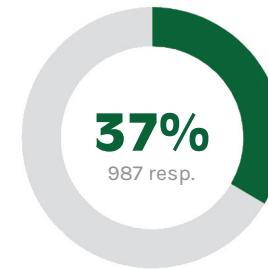
WHAT DO YOU THINK ANDOVER TOWN CENTRE NEEDS TO MAKE IT A BETTER PLACE FOR EVERYONE TO ENJOY IN THE FUTURE?



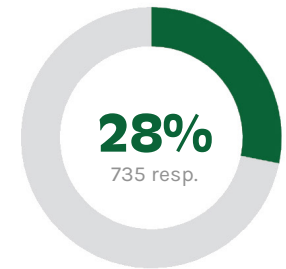
More small independent shops and restaurants



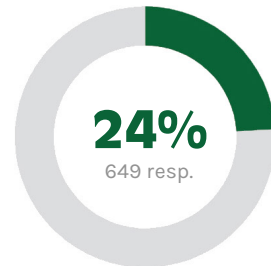
More big chain stores and restaurants



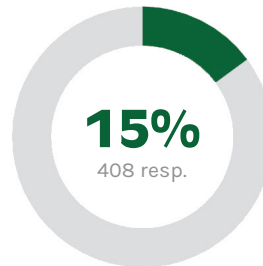
More green space and access to the river



More cultural space for arts, film and theatre



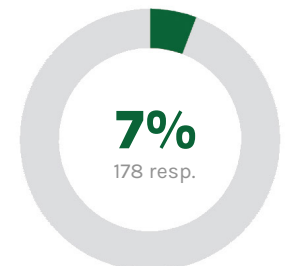
Better open public space to hold events and festivals



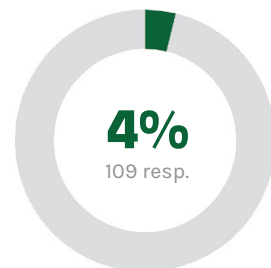
More child friendly spaces



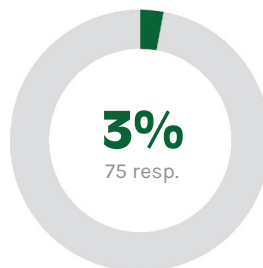
Other



More car parking space



Better access so I don't have to drive there



Co-working workspace provision



More office space

FUTURE

Other key themes include:

- Improved night-time economy
- Improved pedestrian permeability
- High Street utilised more for events, markets and cultural activities
- More community facilities
- Leisure provision for teenagers
- Mixed-use development
- Cheaper parking



“Life after 5.30.”

45-54 years

“More residential accommodation to give a more cosmopolitan feel. People living in the town centre would make it feel more alive so long as there are recreational activities and shops/bars/nightlife.”

45-54 years, lives in Andover

“Car free high street / bridge street.”

45-54 years, lives in Andover

“Lower rates to encourage independent businesses and shops to open and thrive.”

35-44 years, lives outside of Andover

“It’s a market town so give it a market. The Chantry Centre will never come back to life. The days of shopping malls are over. So have a busy thriving covered market it is with buzzy stalls, exciting foods, music, pop ups at affordable rents that small entrepreneurs can afford. Something new and exciting to visit.”

65-74 years, lives in Andover

“Community based facilities, like Youth Centres, Men’s Sheds, Workshops.”

25-34 years, lives in Andover

“Links to Andover’s cultural heritage (it started life as a market town), more independent/local businesses, variety, crafts, regional food, history, building makeovers to reflect Andover’s history.”

45-54 years, lives in Andover

“More public toilets/changing facilities”

65-74 years, lives in Andover

“Flexible community venue capable of holding larger numbers for cultural events and activities.”

55-64 years, lives outside of Andover

“Bars and restaurants by the river.”

18-24 years, lives in Andover

“More street festivals.”

25-34 years, lives in Andover

“Better use of market square space, make it more of a feature when the market isn’t there.”

45-54 years, lives in Andover

“Teenager appropriate entertainment and leisure.”

-17 years, lives in Andover

“Some exciting night life to suit all ages. Somewhere to dance and get together with friends.”

45-54 years, lives outside of Andover

“Parks where disabled people can access play equipment.”

45-54 years, lives in Andover

“More housing in the town centre. More mixed use development.”

-17 years, lives in Andover

“Avenue of Trees and attractive furniture on the High Street.”

45-54 years, lives in Andover

“More wayfinding signage (the new sign at George Yard made a huge psychological impact on me).”

45-54 years, lives in Andover

“Restaurants and bars to be able to use their outside space better to give the town a nice feel”

25-34 years, lives in Andover



FUTURE (FURTHER ANALYSIS)

Figure 15 shows further analysis of responses based on age demographic.

Key findings:

- Attracting big chain stores and restaurants to the town centre is more important to the younger respondents. Whilst, encouraging more independent shops and restaurants to open in the town centre, is preference for much those who fall within the older age demographics.
- The desire for more child friendly spaces within the town centre is significantly higher for those aged between 25-44.
- For those aged between 18-24 and 45-64, the provision of better public spaces, that enable events and festivals to take place, would be more beneficial for the town.
- More green space and access to the river is favoured by respondents of all ages.

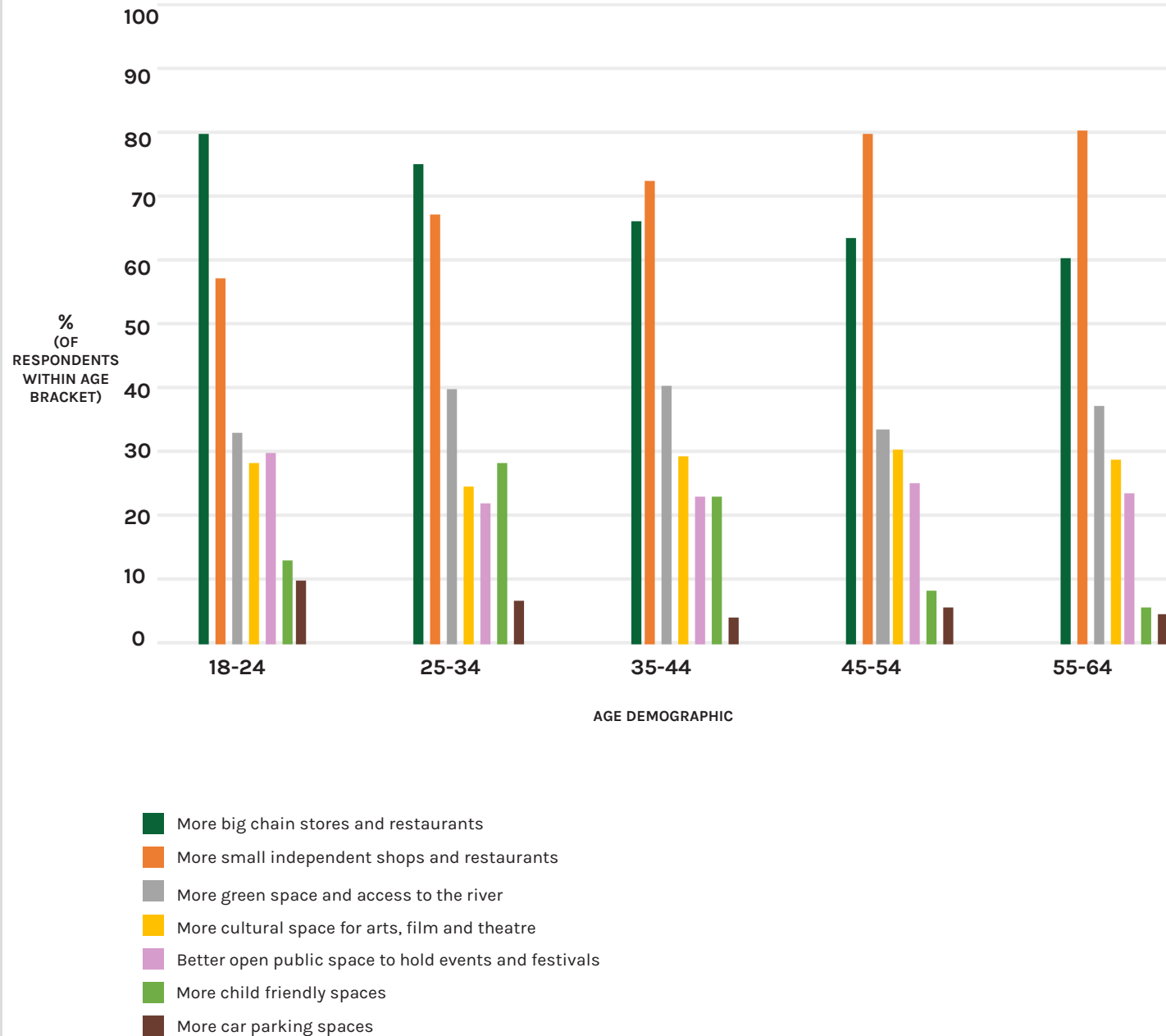


Figure 15

FUTURE (FURTHER ANALYSIS)

Figure 16 compares responses of those living within Andover SP10 to those living outside Andover SP10.

For respondents living in SP10, attracting more big chains and smaller independent shops and restaurants to the town centre is, marginally, of more importance than it is to those living outside of SP10.

A larger percentage of respondents living outside SP10 feel that Andover should offer more green space, better access to the river and more child friendly spaces.

...

Figure 17 compares responses from those who visit the town centre at least once a week to those who visit less frequently.

Increasing the number of shops, restaurants and child friendly spaces is of more importance to those who visit Andover town centre less than once a week.

For respondents that visit the town centre once a week or more, the desire for improved access to green space, the river and more public space provision for events and festivals is greater.

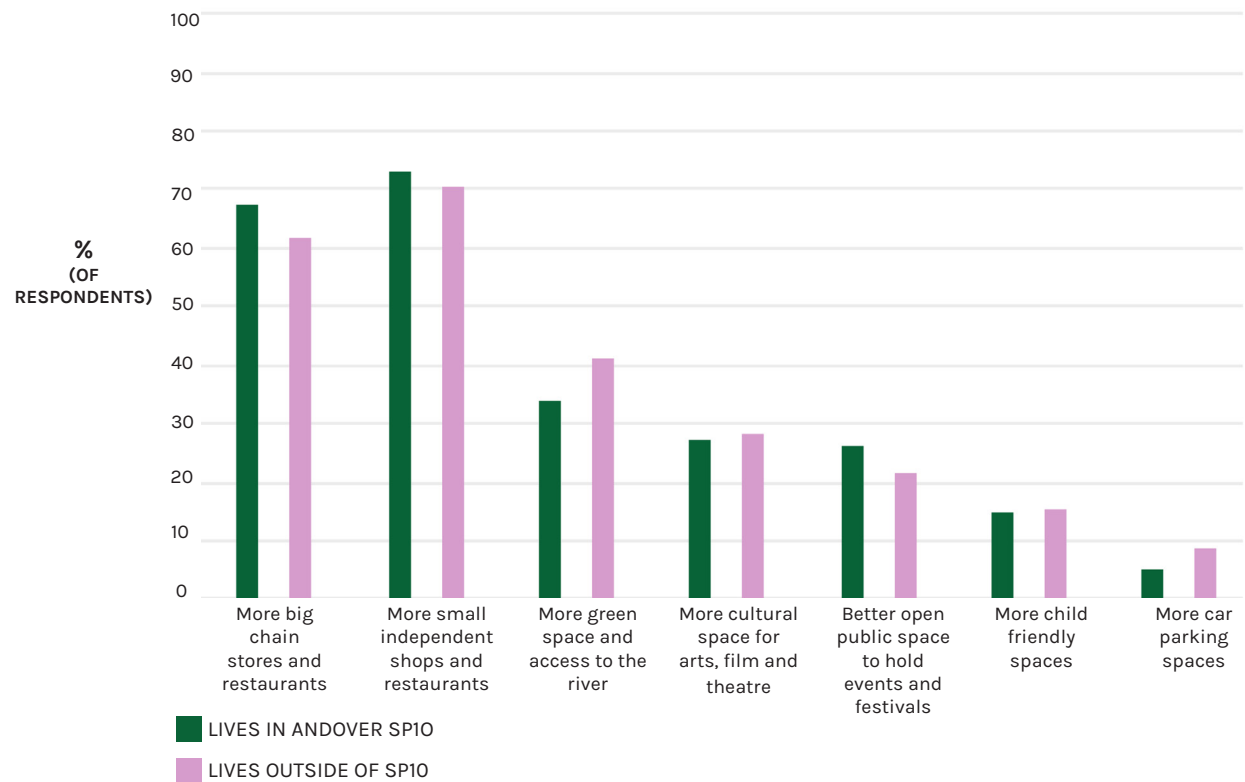


Figure 16

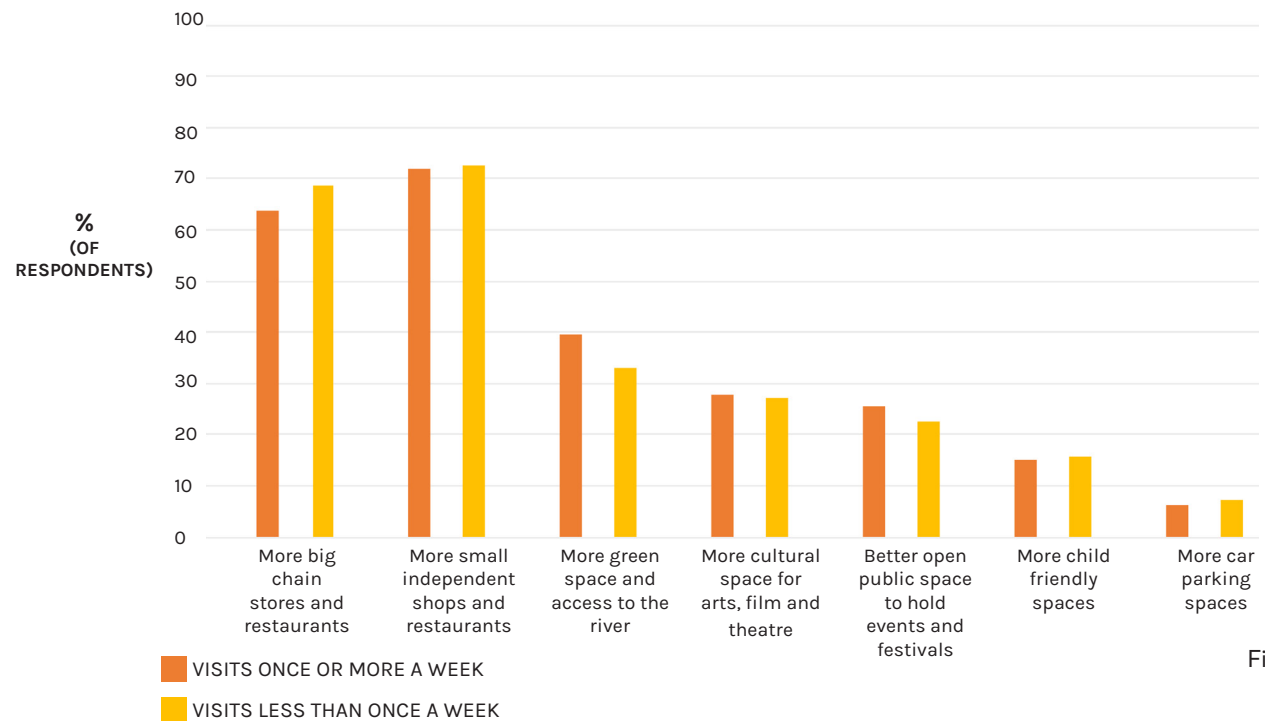


Figure 17

VISION

IMAGINE NOW THAT YOU'RE RESPONSIBLE FOR
RETHINKING ANDOVER TOWN CENTRE.
WHAT WOULD YOU DO?

A range of very interesting ideas were put forward on a potential vision for Andover and a selection of comments are shown on the following pages. All these suggestions will help inform the emerging strategy, and considered alongside comments received from those who attended the launch event, Fun Friday workshop and Carnival workshop.

Priorities include:

- Making the River Anton a) more accessible and b) more of a feature for the town
- Improving pedestrian permeability throughout the town centre. Notably from the 'Cultural Quarter' to High Street and Eastern Avenue/ Vigo Park to the river.
- Allowing the High Street to act as a 'social space' for the town
- Re-development of the Chantry Centre to be centred around experience: eating, drinking, leisure, culture, living and working in addition to the shopping offer.

“

“Put the focus on the green and blue infrastructure through the town, make the River Anton a feature of the town by making it more naturalistic, plant more trees, create a play area for children closer to the town centre if possible and up grade the facilities such as a splash pad. Bring back independent shops so Andover has its own uniqueness.”

35-44 years, lives in Andover

“Make the most of the river, think about how to make people who come in to town for specific purposes (e.g. Theatre, gym, cinema, shopping) spend more time there on each visit.”

35-44 years, lives outside of Andover

“Utilise the little walkways better Encourage independent retailers to make Andover a little different to other town centres.”

55-64 years, lives in Andover

“Redevelop the footpaths / back alley routes that approach the town from all areas (not just focusing on the car routes). Add more seating and foliage and maintain these areas. Hold unique events in the high street (not just markets with the same traders and incoherent design style for the stalls).”

18-24 years, lives in Andover

“Improve the river to give the town centre a more natural feel, improved access and more places to sit and relax.”

25-34 years, lives in Andover

“The area around the college and new sports centre needs vast investment. Keeping the local Chantry Centre full (no empty shops) is crucial to keep people in the town and stop them going elsewhere for their needs. Improving the experience of getting into town would help, i.e. there are large roads that surround the centre and make walking a less desirable choice. There are also way to many car parks. Removing the oblong shape roundabout on Western Ave and utilising the large green space in the middle would help give the town centre a more recognisable entrance and make it easier to access. Sustainability needs to be a KEY factor in any works that are undertaken”

35-44 years, lives in Andover

“Little alleyways off the high street would be perfect for little bars, cafés and bistros.”

35-44 years, lives in Andover

”



“Better access to the river north of the Town Mills”

75+ years, lives outside of Andover

“Green the high-street - currently a bit too much hard landscape.”

55-64 years, lives outside of Andover

“Renovate the market square and surrounding streets to improve presentation and add more green spaces, modernise the Chantry Centre and fill all the empty locations with independents. Provide more cycle and walking paths throughout the town centre.”

25-34 years, lives in Andover

“Make the river the core of any redevelopment so that it informs subsequent town centre redevelopment.”

55-64 years, lives outside of Andover

“Geographically Andover is prime for cycle super-highways, we could become a sustainable town of the future but we need to make it easier and safer to cycle than to drive.”

35-44 years, SP11, works in Andover

“Keep cars out of the market square, extend the pedestrian area. Encourage on-street restaurant / café opportunities, establish trees in the square. Extend use of Guildhall to engage public participation - encourage art, touring exhibitions, touring shows.”

55-64 years, lives in Andover

“Encourage creative business, entrepreneurs and start-ups by offering cool inspiring spaces with flexible lease terms and rates to build a reputation as somewhere inspiring to work and live.”

45-54 years, works in Andover

“It would be nice to have a dedicated area that you can paddle in the river with children and have a nice picnic area nearby.”

45-54 years, lives in Andover

“Make better use of the river, use it as a setting for bars and restaurants and green spaces. Use river walks as a way to entice tourism to the area.”

35-44 years, lives in Andover, walks in to town

“Remove the Chantry Centre to start with and build a place to live, eat and relax. If people live in the town centre it will be used! A good selection of small and medium size shops with affordable rent to encourage small local independent retailers and companies to start up.”

45-54 years, lives in Andover

“Improve access to/open up the Chantry Centre to make it brighter, more welcoming and integrated with the rest of the town centre. Have green space in the centre of town - give it a heart.”

55-64 years, lives outside of Andover

“Improve pedestrian access, Increase residential use. Open up Chantry streetscape.”

45-54 years, lives outside of Andover

“Encourage small independent traders bars and restaurants by offering incentives such as rate reductions and subsidised rents.”

45-54 years, SP11, works in Andover

“I would open up the river, bring a sense of order to the area between the river and the High Street, and create houses at affordable rents in the centre so that they are near services and jobs.”

35-44 years, lives in Andover

“Brighter lighting throughout to make it more welcoming in winter and at night, more markets (and better stalls) and events in the town centre. I would like to see reduced rent or incentives for small businesses to fill some of the empty shops, or partner with local colleges/universities to market Andover as a start-up hub and use old shops as cheap workspaces.”

35-44 years, lives in Andover

“Why not open up the river near the old magistrate’s court (or demolish it) so that it is wider and slow running so children can paddle. This would fit in great with the new leisure centre and landscaped area.”

65-74 years, lives outside of Andover





“I’d like to see more art venues, museum events, exhibitions, cultural events plus more independent specialist shops.”

45-54 years, SP11

“Add a splash zone for children near the Lights / leisure centre, which could be surrounded by cafés / ice cream van / convenience shop / nursery and would provide the only dedicated fountain spaces for young children to enjoy this side of Eastleigh. In summer months people would be drawn from miles around.”

35-44 years, lives in Andover

“More green spaces, and public spaces of different sizes, less prioritisation of elderly housing (encourage diversity), much better design for pedestrian (1st) and traffic routes (2nd) to increase sense of ‘arrival’.”

25-34 years, lives in Andover

“Remodel the areas along the river. Add restaurants, pubs, children’s parks/ activities, riverside walks and remove the dual carriageways alongside the river by the multi storey car park.”

45-54 years, lives outside of Andover

“Make more of the heritage of the town, including some of the architecture which never seems to be noticed. Provide better connectivity with the surrounding parks, green spaces and lakes.”

35-44 years, lives in Andover

“Make it a place where people go to meet in their leisure time as opposed to trying to attract big shopping chains. Utilise the river with more green areas and play areas. More establishments dedicated to the arts and culture. A wider variety of eateries and bars in the high street with outside (European style) seating in summer. More independent shops. Restrictions on the amount of betting shops.”

35-44 years, lives in Andover

“Create a park by the river where locals and visitors can paddle, sit when the weather is good, with swings and climbing frames for young kids, with easy access to local catering establishments and the town centre markets. This must heavily favour pedestrian only to promote walking, social interactions, improve air quality and have a positive impact on congestion and excessive car use.”

35-44 years, works in Andover

“Develop the river area so you can walk along all of it. It’s a shame that buildings such as Iceland, Wilkinson and Simply Health are next to it instead of pubs and restaurants.”

35-44 years, lives in Andover

“Encourage more events in the high street pedestrian area, across age groups.”

55-64 years, lives in Andover

“Create a space that can be used for leisure. Look at European Cities and towns and they are made to be inviting in the evenings, social spaces, water fountains, lots of benches, art displays, encouraging coffee shops etc. to open late so its not just pubs and drinking in the evenings.”

25-34 years, lives in Andover

“Concentrate on Andover as a market town, maybe a covered market area, small streets with more small units for independent traders. More bars/coffee shops with outside space for eating, drinking and entertainment.”

55-64 years, lives in Andover

“Make the Guildhall a community hub. It’s the centre piece for Andover. Have community events at the Guildhall- art exhibitions, talks, collectors events. evening classes.”

35-44 years, lives in Andover

“Get rid of Chantry Centre and re-create a more traditional market town - small, affordable retail units to attract local traders and make the town centre interesting to visit. Encourage more music venues and/or street performers and more outside “café” style eating places in high street. Stop all vehicular access to high street during trading hours.”

45-54 years, lives in Andover





“Provide: improved pedestrian areas and surfaces, reduced rates for independent shops, more pop-up / shared retail space, festivals and markets.”

45-54 years, lives outside Andover

“Knock down the Chantry Centre. Join up the area between The Lights and Leisure centre Cultural Quarter and make what was the Chantry Centre a mix of living and commercial shops, restaurants and social space, especially provision that is higher quality individual venues and create areas of interest between here and the river and the new riverside development, to join the two up.”

35-44 years, lives in Andover

“Try and get more people living nearer i.e. above shops so that there is a general feel of being lived in all the time.”

55-64 years, lives outside of Andover

“Enable safe, frequent, affordable access via public and active transport. Incentivised low carbon/waste independent shops. Plant more trees. Integrated housing with retail/leisure.”

35-44 years, lives outside of Andover, cycles in to town

“Currently the town virtually “dies” at 5:30pm, encourage people to come into town in the evening by making it an enjoyable place to be.”

65-74 years, lives in Andover

“I would redevelop the Chantry Centre into executive accommodation and live-work space, and utilise the high street and associated side streets for lower rate business units, create restaurant units with outdoor seating along the river in place of the old Magistrates courts.”

25-34 years, lives in Andover

“One of the biggest things missing in Andover town centre is there aren’t many places to socialise. A part of town dedicated to eateries, making the most of the river and the green spaces we currently have. Also bars for socialising would be great. Andover looks old fashioned, so bring it up to date with the standard of the new Leisure Centre would make it flow better, and to help it feel more connected. This could allow for older features, such as the Guildhall, to be shown off more.”

25-34 years, lives in Andover

“Create a one way system around the town and reclaim space along western avenue by reducing unnecessary dual carriageway.”

45-54 years, lives in Andover , walks in to town

“Link the cultural quarter to the town centre in some way that is a landmark to be seen - a brilliant footbridge, or an underpass, or a beautiful pathway so that the journey from the theatre, college and leisure centre is a pleasure.”

45-54 years, lives outside of Andover

“I would re-brand it as somewhere to socialise rather than shop. Some excellent restaurants & places to meet & relax. Also a place where you could have clubs (yoga, book reading, youth club). I think sadly the days of large shops are gone as the Internet is the place a lot of people go to shop. Small independent shops are still popular and it would be nice to see more of those. But the town needs to be more welcoming before they would come. The River needs to be more prominent as it’s a beautiful feature that sadly gets ignored.”

35-44 years, lives in Andover

“Make the river a feature by creating more green space and walkways along its length from one side of town to Anton lakes. Provide play areas, outside cafés, seating areas.”

55-64 years, lives in Andover





“We need more diversity, amenities and independent shops, pop-up events like theatre or music in the park or centre, Salisbury has a great fringe festival for emerging writers and performers which is free to attend, this at least means it’s open to all.”

55-64 years, lives in Andover

“I’d encourage pop up shops to give businesses a go at starting a retail offering.”

45-54 years, lives in Andover

“Build a new library/cultural centre providing adult classes. Build a permanent indoor market, open every day, where new small businesses could start up, improve the outdoor market allowing a farmers’ market to join it selling local produce (see Salisbury market)”

55-64 years, lives in Andover

“More pop-up shops and events, trying to offer something unique shops having to be sympathetic with their frontage/ signage etc. like Winchester to show off our old buildings. Market the town on it’s uniqueness. Create somewhere you can eat great food, keep the kids amused and come away with something a bit different.”

35-44 years, lives in Andover

“Give the guildhall back to a community space such as a community cafe. Former M&S building to an indoor market, small affordable spaces for start-ups”

45-54 years, lives in Andover

“Utilise the lovely market town feel to create an environment where people can shop and enjoy meals with family. Host festivals. I used to live in Newbury and they regenerated the town to a desirable place for people to go to for many activities. We could do all of this on a smaller scale in Andover. Create bars that are acceptable for all ages.”

35-44 years, lives in Andover

“I would close it to cars and make the high street more attractive with green areas”

35-44 years, lives in Andover

“At the moment, it feels very disjointed so I would knock down the covered shopping centre and link the shops there to the pedestrian high street - this would take away the ‘us and them’ feeling between the two main shopping areas.”

45-54 years, lives in Andover

“Make the town centre about social space / arts events / eating and drinking and gathering. More outdoor choices to eat and drink in the evening. Some small independent units and small indoor artisan market spaces. Leave chains / other shops to the out of town retail/ industrial areas with adequate parking and infrastructure. Compulsory purchase and demolish Portland Place and remove Lidl’s. Pedestrianise and link the Chantry Centre to the old Magistrates building / leisure centre / The Lights, providing an amphitheatre type area and kids water jet / splash pool.”

45-54 years, lives in Andover

“Fill all of the empty shops with independent businesses or even have some of the empty shops as a place where there’s a rotation of what’s in them by local people - pop-up shops. Plant more trees and design more green spaces ”

18-24 years, lives in Andover

“Make it an old market town again and create more residential/office space where chantry centre currently is. Less shops in total but all shops filled!”

45-54 years, lives in Andover





“Ensure the towns historic buildings are preserved and more information about the towns history is provided...Improve green spaces and make them more appealing and accessible for families. Try to make more of the riverside. Link all areas of town as its currently too fragmented.

Improve road safety as certain points are dangerous to cross i.e Sainsburys car park to bridge street mall, black swan car park crossing & the crossing by the chantry car park to the riverside park. Increase street entertainment to give more of an atmosphere. Have a quality market with locally sourced produce and improved food safety standards. Have a large theatre as the lights is too small to host large productions.”

35-44 years, lives in Andover

“More events happening to encourage people back to Andover. Child friendly spaces for them to play and enjoy. Nice outdoor area (not the area by town mills!) for people to sit and enjoy - landscaped nicely. Better restaurants/areas to sit outside. Social events”

25-34 years, lives in Andover

“Revamp the shopping centre bringing in new shops, cafés and leisure options. Focus on the town being a family friendly destination. Have attractions such as soft play, trampoline park, outdoor play space as well as high street brand shops, indie shops and cafés.”

35-44 years, lives in Andover

“Introduce free or cheap parking for a start. Return the town centre to its Georgian heritage, to encourage visitors. Try to get more small independent shops into Andover, like Frome or Marlborough. Try to make Andover more distinctive than the big shopping centres in Salisbury, Basingstoke & Southampton. Further develop the market and artisan market. Make Andover more of a cultural destination - with more green space, more café's and eateries with nice outdoor spaces to sit and eat, have better festivals & events, particularly in the evening, encourage more theatre and music, have more things for families. Create a fantastic adventure playground (that includes equipment for older children) and a splash park, in the Centre, so that people aren't always having to travel out of Andover - in that way you can keep people and money within the town rather than them travelling elsewhere.”

35-44 years, lives in Andover

“Redesign the Chantry Centre to have a proper food court and collect all the eateries there. Open the Chantry Centre into the evening so out-of-hours shopping, and evening events and dining, can be accommodated. Move the library to a prominent, accessible, ground-floor location instead of tucking it away out-of-sight upstairs, at the moment it gets largely forgotten about by many people despite its downstairs signage. Accept that the way people use the town centre has changed; now it's about experiences and entertainment as well as shops and retail. Design flexible spaces that can be adapted as things change in the future. ‘Hide’ the car park(s) as best as possible, e.g. put them on the roof like at Festival Place. Incorporate renewable energy generation like solar panels to save on energy bills in the long-term, and perhaps generate revenue by selling back to the grid.”

25-34 years, lives in Andover

“Take the Guildhall back into community use as a central space for events, fairs, meetings, weddings.”

45-54 years, lives in Andover





“Make it greener - more trees etc. along bridge street and the high street. Use the empty shops for other uses such as studios and places for community groups. Stop vehicular traffic from using Bridge Street, High Street, lower part of Winchester Street and the upper High Street. Make the long stay car park (behind the old Anton laundry) a part of /linked to the new cultural quarter with a much greener, brighter walkway and carry it on through to the town to encourage more use. Extend the idea of the new park next to Wilkinsons into a linear park right along the river to again link to the new Cultural Quarter. If the chance came along purchase some housing around Vigo part so that could be expanded to hold bigger events. Allow the cafés to have seating out on the walkways with covered areas without charging them. Try and find a way to purchase the Simplyhealth site and expand / improve the town centre where Simplyhealth meets Waterloo Court it is bit on a mixed/muddled area with no real purpose.”

55-64 years, lives in Andover

“New college campus with community learning facilities”

45-54 years, lives in Andover

“Regular events in town centre organised/ supported by the council, such as dance/ art related performances, exhibitions, and cultural events. I believe also having a co-working space that brings innovative people together is a must. In the changing times we are living in, benefiting from a shared co-working space is beneficial for networking and business growth.”

35-44 years, lives in Andover

“Encourage people to come in over the weekend expand the Saturday market. Antiques markets on a Sunday and artisan food markets. We’ve got a wonderful open space in the middle of the town centre, it’s criminal for it not to be utilised more often. Everyone would benefit”

55-64 years, lives in Andover

“Provide art and craft studios for local artists to display their work and give children an opportunity to use an arts based facility. Make access to shops available to small groups at a low rent for short periods of time to enable people to try different business models (travelling cup cake - good example).”

55-64 years, lives in Andover

“The town needs a natural walking route as at the moment it is awkward and doesn’t flow. I would rebuild the chantry centre completely, perhaps it will become flats above shops - not have a roof but create a walking route or natural path and lead you towards the new park and south of the town. Ideally a restaurant plaza area would be created where lots of outdoor seating for the summer months and different food options”

25-34 years, lives in Andover

“What is lacking in the town centre is a reasonably sized usable, versatile, accessible, visible space to put events on. The biggest problem is that there are two halves - the shopping and the leisure. Although we have plenty of parking it is not in the right place. The Leisure half has poor parking - that should be improved. I would also try and join these two halves up - make it pleasant to walk between the two. A few signs to point people in the right direction e.g. to the museum, to the cinema etc.”

65-74 years, lives in Andover

