



For Immediate Release

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**PR 9896**

### **Don't miss the chance to have your say on the future of Basingstoke town centre**

Time is running out to share your views to shape the long-term future of Basingstoke town centre.

Basingstoke and Deane Borough Council has appointed a team of experts in looking at how places can be transformed, including HemingwayDesign with Allies and Morrison and JLL, to help develop an ambitious strategy for the town centre area.

High streets across the UK have experienced, and continue to experience, the effects of changes in shopping habits. Although Basingstoke town centre, including Festival Place and The Malls, has had success in attracting investment and new retailers in recent years, the COVID-19 pandemic has meant that town centres across the country are facing significant challenges, such as a decline in footfall and shop closures.

Recognising the importance of a sustainable town centre as a key part of the borough's recovery from the pandemic, the aim is to create a vision and masterplan to guide work and ensure the town centre offers an exciting shopping, leisure and cultural experience.

The study carried out by experts over the next six months will include comprehensive engagement with residents, businesses and other groups and a detailed analysis of the town's requirements and aspirations to create a final vision and masterplan.

Working closely with town centre partners, this long-term vision will ensure the council can provide support where it is most needed and maximise joint development and investment opportunities.

Residents, businesses, organisations and visitors are being encouraged to share their views of the town centre, their shopping habits and what they would like to see to improve the area in future years by taking part in an online survey at [www.talkbasingstoketowncentre.co.uk](http://www.talkbasingstoketowncentre.co.uk).

Leader of Basingstoke and Deane Borough Council Cllr Ken Rhatigan said: "The COVID-19 pandemic has changed the way we live our lives and as we plan for the borough's economic recovery, it is important that look at how we can ensure our town centre remains a top shopping and leisure destination that attracts people to the area.

"We cannot do this alone and it is vital that our town centre's offer reflects the wants and needs of our residents and visitors. It is so important that we hear from everyone of all ages across the borough so please join over 2,300 people who have already shared their views with us."

Wayne Hemingway MBE Co-founder of HemingwayDesign added: "Over 2,300 people have so far completed the survey and are telling us what they want from their town centre.

"It is clear that people want change and have clear ideas of what they want. If you haven't already said your piece, then please hit [www.talkbasingstoketowncentre.co.uk](http://www.talkbasingstoketowncentre.co.uk) and tell us your ideas. We are great at listening to the experts - that's you the local community. And we promise that your views will be listened to."

The survey will be open until Friday 19 March at [www.talkbasingstoketowncentre.co.uk](http://www.talkbasingstoketowncentre.co.uk)

**ENDS**

Any questions via email to [customer.service@basingstoke.gov.uk](mailto:customer.service@basingstoke.gov.uk) or by phone on 01256 844844.

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