

## **Back ground to RevitalHythe**

The Government's Rural White Paper (November 2000) and the Market Town Initiative (MTI) was launched to address these issues. Government funding was made available to support the process of completing a Snapshot, community consultation and developing an Action Plan.

## **The Action Plan**

The 2008 Action Plan has been in place for ten years and many of the Actions have been completed, become policy, are still in progress or are reliant on other agencies. Over the years the presence of the Action Plan enabled us to apply for funding or gave strength to our 'arguments'. Getting the investment of £9 million for the purchase of RAF Hythe and its conversion to Hythe Marina Park (saving 200 skilled jobs) would never have happened without the MTI. It is time for the Action Plan to be re-visited and a plan for the next 10 years to be formed.

## **Methodology and 'Love It, Don't Love it, I Wish Survey'**

Using similar methodology to the 2008 Plan over the last two years a 'Love It, Don't Love it, I Wish Survey' has been made available in several formats, electronically via social media and email and as a paper version at a variety of events and organisations. The reason for spreading the time frame over different periods in the year was we previously found current conditions slanted the responses e.g. after snow there would be a flurry of requests for more grit bins. Many 'Don't Loves' were operational and were dealt with as they came in. 'Loves' do not require action but are an indication of what is important to the community.

Responses were grouped together in categories to clarify their meaning for example some wrote they 'loved' the Beach but some referred to the 'Location' of Hythe & Dibden in relation to the beach, the forest and the city.

## **Results of the Survey**

The chart below shows the Top Ten results from the 2019 survey alongside the results from the 2008 survey. The anomalies are interesting and indicate there is an issue in perception. For example, 'Too Many Estate Agents and Charity Shops' has moved up the chart despite there now being almost 50% less Charity Shops and Estate Agents than there were in 2008 (Vitalise, Oxfam, Albare, Faith Hope & Charity, Winged Fellowship, Mann and Co, Peter Allen, Bushnell Porter, Morris Dibbens have all gone). Reflecting the actual drop in reported Anti-Social Behaviour it has also almost dropped out of the 'Don't Love' list, and new to the list is residents said they 'love' that they feel Hythe and Dibden is Safe, conversely the 'need for more visible policing' is still high. The range of shops in Hythe & Dibden is more diverse than 10 years ago yet the feeling there is a 'lack of variety' stays virtually the same. One of the success stories has been the improvement of cafes and restaurants which has now disappeared off the list.

## **The Next Ten Year Plan**

Some of the issues that appear on the 2019 are not RevitalHythe projects, they are Strategic or appear in the Neighbourhood Plan. The remaining 'wishes' have been divided in to the following groups

Tourism & Transport	Sustainability of Retail	Generational Facilities	Community Wellbeing
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<b>Things I Love about Hythe &amp; Dibden</b>	
2008	2019
1. The waterfront	1. Community Spirit
2. The Forest	2. The Waterfront
3. Shopping	3. The Pier & Ferry
4. Quality of Life and Village atmosphere	4. Location
5. Ferry & Pier	5. Variety of Shops
6. Location	6. The Forest
7. Friendly Residents and Community Spirit	7. Events
8. Public Open Spaces	8. Visual Appearance
9. Variety of Activities available	9. Public Open Spaces Cafes and Restaurants
10. The Library	10. Safe Flowers and Cleanliness

<b>Things I Don't Love About Hythe &amp; Dibden</b>	
2008	2019
1. Litter & Dog fouling	1. Lack of Variety of Shops
2. Anti-Social Behaviour & Vandalism	2. Too Many Estate Agents & Charity Shops
3. Road Layouts & Traffic Calming	3. Too Many Retirement Homes
4. Unattractive Buildings	4. Lack Of Visible Policing
5. A326	5. Litter and Dog Fouling
6. Too Many Estate Agents and Charity Shops	6. Areas of Neglect
7. Nothing for Teenagers To Do	7. Empty Shops and Banks
8. Areas of Neglect	8. Lack of Free Parking
9. Over Development	9. Anti-Social Behaviour
10. Lack of Up Market Shops	10. A326 Road Layouts (One Way)

<b>Things I Wish Hythe &amp; Dibden Had</b>	
2008	2019
1. Wider Variety and more 'Up Market' shops	1. Wider Variety of Shops
2. More facilities for under 18's	2. Visible Policing
3. More Visible Policing	3. Water splash and activities for young children
4. Improve Waterfront	4. More National Chains
5. Cinema	5. Re-Open Railway Line
6. More 'Up-Market' Cafes and Restaurants	6. Affordable Housing
7. NHS Dentists and Minor Injuries Unit	7. Traffic Management (One-Way) Potholes
8. Re-Open Railway Line	8. Waterfront facing businesses
9. More Events	9. Better Bus Links to Lymington
10. More Footfall	10. Cycle Routes Art Visitor Centre

## COMMUNITY WELLBEING

### Community Wellbeing Action 1 **PARISH HALL RE-VAMP**

Priority: Medium  
Time Scale: Long  
Potential Partners: H&DPC and Unknown

- 1.1 Consider best model to use going forward
- 1.2 Consult with the Community as to what they require from the Parish Hall
- 1.3 Create a design plan and refurbishment program based on the results.
- 1.4 Carry out refurbishment.

### Community Wellbeing - Action 2 **LITTER AND DOG FOULING**

Priority: Low  
Time Scale: Medium  
Potential Partners: H&DPC, NFDC, HCC, Accredited Community Safety Officers

- 2.1 Identify worst problem areas
- 2.2 Task ACSO's with identifying and penalising offenders
- 2.3 Consult on placement/need/style/replacement of bins

### Community Wellbeing – Action 3 **AREAS OF NEGLECT**

Priority: Medium  
Time Scale: Ongoing  
Potential Partners: H&DPC, NFDC, HCC, Private Landowners, Community Groups

- 3.1 Identify the areas considered neglected
- 3.2 Identify land/building owners
- 3.3 Create a strategy to deal with areas of neglect

### Community Wellbeing Action 4 (Also **Generational Facilities**, **Sustainability of Retails Centres** and **Tourism and Transport**) **BUSINESS INCUBATION AND CREATIVE SPACE**

Priority: High  
Time Scale: Medium - Long  
Potential Partners: H&DPC, NFDC, ARTS Council, Community Associations, Private Investors, Private Landlords

- 4.1 Identify premises
- 4.2 Identify partners
- 4.3 Identify community requirements for business and arts

#### 4.4 Put together a proposal based on the consultation

### Community Wellbeing Action 5

#### **EVENTS**

Priority: Medium

Time Scale: Ongoing

Potential Partners: H&DPC, NFDC, ARTS Council, Community Groups,

5.1 Continue to increase community engagement with H&DPC events (Mistletoe Fayre)

5.2 Re- institute Hythe of Activity

5.3 Investigate possible participation in the Shakespeare Festival

5.4 Re-institute Waterside Arts

### Community Wellbeing Action 6

#### **VISIBLE POLICING**

Priority: High

Time Scale: Short

Potential Partners: H&DPC

6.1 Community Consultation

6.2 Institute required service

## Tourism and Transport

### Tourism and Transport – Action 7 IMPROVE FOREST BUS SERVICE

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

#### 7.1 H1 Hythe Bus Service

Continue to try to get the H1 re-timetabled. Currently Hythe shares the bus with Totton who have it on Tuesday, Thursday and Saturday, Hythe has it on Monday, Wednesday and Friday.

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

#### 7.2 112 Lymington- Hythe Bus Service

The old 'Beach Bus' service was an extended 112 (Morebus) service. Local people found this very useful as it enabled them to access places like Exbury, Beaulieu, and Lymington. There was a desire expressed on the 'LI,DLI,IW' Survey and during Neighbourhood Planning consultations that there be better access from Hythe & Dibden on to the Forest with a particular desire to access Lymington Hospital, and Brockenhurst College.

### Tourism and Transport – Action 8 REINSTATE RAILWAY SERVICE

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

#### 8.1 Re-open Hythe Railway Line

This is strategic

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

#### 8.2 'Adopt' Beaulieu Road Station (and Hotel)

Investigate the possibility of at least one to two trains per hour stopping at Beaulieu Road (both directions) and establish a public transport link to tie in with the trains. This would considerably improve public transport links to Southampton –London, Brockenhurst, New Milton and Bournemouth.

Note: Hythe is a village with neither Station nor Hotel and Beaulieu Road has a Station and Hotel but no village. At relatively small cost the two could adopt each other.

## Tourism and Transport Action 9 SIGNPOSTING

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

### 9.1 Solent Way

Better signposting for the Solent Way. This is a well followed trail but within Hythe & Dibden there is only one signpost on Hart Hill.

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

### 9.2 Signpost Audit

Carry out and audit of signposts, many are incorrect (refer to Town not Village), obsolete (Police Station), or dangerously placed. Additionally, there needs to be better 'Brown Signs', signs directing to hidden shops and better 'Road Closed for Tuesday Market signs.

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

### 9.3 Advertising and Road Closures

There is an issue surrounding adequately advertising events. Signs cannot go on public land but road closures MUST be adequately signposted. Council assign budget to pay for road closure event signs, thus complying AND advertising events

## Transport and Tourism Action 10 VISITORS TOURS

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

### 10.1 Investigate Training Tour Guides via SEE Southampton

### 10.2 Investigate a GPS Tour App

Tours would be of benefit to visitors but additionally would be popular with local people who want to learn about their community. NFDC identified that 52% of Visitors are VFF (Visiting Friends and Family)

## Sustainability of Retail Centres

### Sustainability of Retail Centres Action 11 BUSINESS INCUBATION

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

- 11.1 Investigate Properties Suitable for Business Incubation  
Identify larger premises or future business development that would be suitable for business incubation
- 11.2 Investigate Properties Suitable for Creative Space  
Identify premises that would be suitable for community creative space that could progress to business opportunities.
- 11.3 Identify Premises Suitable for Men's Shed  
Continue to work with interested parties to identify suitable premises for Men's Shed

### Sustainability of Retail Centres Action 12 RE-ENGAGING THE COMMUNITY

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

- 12.1 Promotion of businesses and the goods and services they provide.  
There is a mythology about the types of shops in Hythe. There is also a misconception of the variety of product available.
- 12.2 Investigate the possibility of key national chains  
National chains are moving back to the smaller shop model and this may provide an opening for a few key brand names.

### Sustainability of Retail Centres Action 13 KEEP UP TO DATE OF RETAIL TRENDS TO FUTURE PROOF RETAIL CENTRES

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

- 13.1 The way people shop is changing fast, it is important to keep abreast of trends and support local businesses in reacting where possible.

13.2 Training opportunities for small businesses to keep them current with marketing e.g. social media

13.3 Develop a future plan for the village centre in the event that changes in retail landscape lead to a critical mass of empty property

13.4 Encourage businesses to use more local produce, to improve tourism experience, support local small producers and cut down on carbon footprint.



## Generational Facilities

### Generational Facilities Action 14

#### **MEN'S SHED**

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

14.1 Investigate a Men's Shed for Hythe and Dibden. Men are living longer and men's isolation is a hidden issue.

### Generational Facilities Action 15

#### **NETWORKING GROUPS**

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

15.1 Re-instate a Young Peoples Networking group with representatives of the younger community and those working with young people

15.2 Re-instate Older Persons Networking group with representatives of the older community and those who work with older people

### Generational Facilities Action 16

#### **WATER SPLASH PARK**

Priority: To be Decided  
Time Scale: To be Decided  
Potential Partners: To be Decided

15.3 The desire for a Water Park featured on the original 2008 plan and featured again on the 2018 LI,DLI,IW survey. The open spaces group should consider the feasibility of such a project or look at alternates such as making Prospect Place beach useable.