

4.1 Member of Parliament Endorsement (England, Scotland and Wales ONLY)

4.1.1 Has an MP given formal priority support for this bid? Yes

4.1.2 Please confirm which MP has provided formal priority support: Kit Malthouse

4.1.3 Which constituency does this MP represent? North West Hampshire

Please also complete pro forma 6.

This section should be completed for bids in England, Scotland, and/or Wales, and should only be used to record MP formal priority support. General MP support, including MSP, MLA and Members of the Senedd support should be recorded in question 4.2.1 below.

Rt Hon Kit Malthouse MP, the member of Parliament for North West Hampshire has given formal priority support for this bid. Please find Pro Forma 6 attached.

4.2 Stakeholder Engagement and Support Applicants are encouraged to engage with a wide range of local stakeholders and the local community to inform proposals in the bid and to secure buy in.

4.2.1 Describe what engagement you have undertaken with local relevant stakeholders, including the community (the public, civic society, private sector and local businesses). How has this informed your bid and what support do you have from them? (500 words)

Applicants will be given the opportunity to upload evidence of stakeholder engagement at the time of submission. This should include, if applicable, MLAs in Northern Ireland, MSPs in Scotland and Members of the Senedd in Wales. Applicants should use this section to articulate the methods and strategies used (including innovative virtual methods in light of COVID-19) to engage with stakeholders, as well as detailing how this interaction has influenced the proposal, and how any potentially controversial aspects of the bid will be resolved.

Applicants should detail how stakeholders were identified, and what efforts were made to reach those more isolated members of the community, including rural communities, who might not normally engage. Evidence of stakeholder engagement can be provided in various forms including letters of support or minutes of meetings and attached as an annex. Applicants should explain how the engagement activities have informed the development and design of the bid. The range of engagement feedback should be clearly explained and evidenced including reference to any current/ongoing consultations, community forums, etc. Where success of the bid is reliant on the cooperation and support of stakeholders or the local community, the application should clearly explain and evidence this. Whilst there is no pre-defined list, potential relevant local stakeholders and partners may include: - Elected representatives of Local Government (i.e. Democratic decision-making process of the Local Authority, Cabinet Decisions etc.) - Local businesses - Local Enterprise Partnerships - Public transport providers - Police and emergency services - Community representatives / groups - Government bodies / organisations e.g. Historic England, Arts Council - Environmental representatives - Public health representatives - Universities, and further education colleges - Audience, visitors, spectators and participants

During development of the Andover Town Centre Masterplan, which underpins the interventions included in this bid, Test Valley Borough Council ran a significant public consultation programme with almost 3,000 responses, including a town centre exhibition, meetings and workshops and an online survey which alone received 534 responses. Further innovative methods of engagement included a 'visioning event' where local businesses and community groups generated ideas for the town centre and a 5-day pop-up shop where the public viewed and commented on proposals.

The online survey helped to reach more isolated residents in rural areas. To further ensure that members of the community who may be hard to reach or not typically participate were reached and

included in the consultation, workshops were held with a wide range of groups including schools, churches and local employers across a diverse geographical area.

To ensure that a broad range of input was captured, ages and postcodes of respondents were requested. Responses came from all age groups from 17 years and under, to 75 years and above. There was significant alignment on the key themes that should underpin development of the town across the age groups. In terms of geographic spread, whilst most responses came from residents of Andover itself, 37% came from the surrounding area of the SP11 postcode, which includes rural areas and small villages as well as the SP9 and SO20 postcodes, which include the smaller towns of Tidworth and Stockbridge.

Overall public approval of the masterplan was 97%. Respondents were also asked to rate specific interventions from 1 (unnecessary) to 5 (essential). The following points directly informed the development of this bid:

- 78% ranked a new theatre with a score of 3 or above, with 38% saying it was essential.
- 85% ranked new community spaces including a library with a score of 3 or above, with 37% saying it was essential.
- 89% ranked providing access to the River Anton with a score of 3 or above, with 44% saying it was essential. Cleaning-up the river, creating accessibility for everyone, better cycleways and paths, and protecting the wildlife were all common answers to other projects that should be prioritised here.
- 83% ranked improvements to the ring road with a score of 3 or above, with 34% saying it was essential, with respondents most keen to see 'transforming the western avenue gyratory'.

This feedback was used in the shortlisting exercise undertaken to prioritise which elements of the Andover Masterplan should be included in this funding application.

The local authority has also already directly engaged numerous public and private sector organisations throughout the consultation period, to ensure their priorities are taken into account. Endorsing this, letters of support (Appendix A) have been provided by:

Andover Vision
Chief Inspector Hampshire Constabulary
Police and Crime Commissioner
Hampshire Chamber of Commerce
Hampshire County Council
Hemingway Design
HIOW Integrated Care Board
Kit Malthouse MP
M3 Local Enterprise Partnership
Southern Water
Sparsholt College Group
St Marys Church
Sustrans
University of Southampton Future Towns Innovation Hub
Wessex River Trust

4.2.2 Has your proposal faced any opposition? Please provide a brief summary, including any campaigns or particular groups in support or opposition, and if applicable, how will you work with them to resolve any issues. (250 words)

Applicants should summarise any opposition to the bid, its relevance (i.e. impact), and what has/will be done to resolve this and any other concerns raised during stakeholder engagement activities. Applicants should explain if there is any sensitivity in their stakeholder engagement, for example if part of the bid process has not been made public or if the bid requires compulsory purchase of buildings. Please provide reasoning if certain stakeholders could not be engaged with and how any impacts of this have been mitigated.

All of the interventions in this funding application are from the Andover Masterplan which has been subject to significant consultation and received 97% positive feedback from the community. Furthermore, there is significant community support from respondents at the individual project level as set out in 4.2.1.

The proposals have faced no opposition from the relevant stakeholders; all of whom have provided letters of support, or the wider community, whose primary concern is that action is taken to deliver their priorities as soon as possible.

4.2.3 Do you have statutory responsibility for the delivery of all aspects of the bid? If no: - Please confirm those parts of the project for which you do not have statutory responsibility - Please confirm who is the relevant responsible authority - Please confirm that you have the support/consent of the relevant responsible authority

Applicants that do not have statutory responsibility for the delivery of all aspects of their bid must secure the support/consent of the relevant responsible authority prior to proceeding. All bids with a transport element must supply a pro forma of support from the relevant authority with statutory responsibility for transport unless the applicant has statutory responsibility, in which case the applicant should state N/A. For any bids in England, Scotland, and/or Wales where the applicant does not have statutory responsibility to deliver all of the transport elements of their bid, they are required to demonstrate that they have the support of all the authorities with the relevant statutory responsibility before proceeding with their application. Please complete pro forma 1. Rail-related applications would need the support of Network Rail and applications for infrastructure on the Strategic Road Network would need the support of National Highways, for example.

The highways element of this bid is under the statutory responsibility of Hampshire County Council. They have had significant involvement in the development of relevant areas of the Masterplan and are supportive of this bid, as explained in their letter of support which is attached in Appendix A. Confirmation of the Hampshire County Council's statutory consent is provided in Appendix B.

Test Valley Borough Council has statutory responsibility for all other elements of the bid.

4.3 The Case for Investment. Applicants should use this section to detail a compelling case for why the proposed investment supports the economic, community and cultural priorities of their local area. Applicants should upload their completed Theory of Change model that supports this section at the time of submission. For package bids, an explanation should be provided as to how the component projects are aligned with each other and represent a coherent set of interventions.

4.3.1 Please provide evidence of the local challenges / barriers to growth and context that the bid is seeking to respond to. (500 words)

Applicants should provide quantifiable evidence of the local challenges and barriers to growth, and detail how the planned intervention/s will address these.

Evidence could include (but is not limited to) data regarding: - Employment details, income levels, deprivation, skills and educational attainment - Vacancy rates and footfall - Land and development challenges - Transport challenges including poor connectivity to existing assets, congestion and air quality issues - Crime and anti-social behaviour Transport applications should consider evidence within the local context with clear identification of sources. This may include: - Reliability of the network (e.g. cancellation rates, congestion, capacity levels, variability in journey times) - Safety data including accident rates. - Environmental data including air quality and carbon emissions. - Journey satisfaction - Time taken to reach specified number of jobs or services - Data on mode of travel. - Data on number of services, spending and maps showing existing transport network Heritage/Cultural applications should also consider providing some of the following evidence. These should be contextualised within the local context: - Cultural/creative/community/sports vision. - Creative/curated/community sports programme. - Range of programmes (e.g. public libraries programmes going beyond culture, such as business support, health and well-being, literacy). - Practitioners track record. - Level of demand. - For heritage/museum collections, how the assets will be maintained/conserved in line with statutory and best practice. - Improvements to provision of public spaces and community facilities. - Audience/participant/user engagement benefit – reach/diversity/depth of engagement. - Audience/participant/user development – including segmentations. - Current cultural heritage sports offer and provision of community facilities, how they are perceived, how well they already inspire community cohesion/pride in and attractiveness of place - Local levels of engagement/ demand - Added value that this project would bring (particularly for upgrades).

Whilst Test Valley has some areas of affluence, there is a complex pattern of deprivation, with parts of Andover in the top 20% deprived in the country. Andover expanded significantly in the 1950's as a spillover town for people moving from London; a pocket of the capital hidden in Hampshire with many of the associated problems. The residents of Andover suffer multiple indices of deprivation, in stark contrast to the neighbouring areas, reinforcing the need for investment and coordinated intervention to level up. Appendix H which shows the concentration of deprivation in Test Valley is centred in Andover. Poor connectivity exacerbates these stark differences, as seen in LSOAs 003B and 002E, which are amongst the 10% and 20% most deprived neighbourhoods in England for geographical barriers which relate to physical proximity of local services.

Specific challenges are:

Environment

Andover lacks greenspace when compared to the national average The average distance to greenspace is higher in LSOAs 002c, 002e, 003b, 004a, 004b, 004e and 005b at 619.46m than the national average 358.46m. Additionally, the number of parks within 1,000m radius in LSOAs 001C,001D, 002C 003A, 003B, 004A, 004B and 005B at 2.25 is lower than the national average 4.43m.

Education

002C, 002D and 002E are ranked amongst the top 10% most deprived neighbourhoods for education in the country. Only 20.45% of Andover residents have a level 4 qualification or above, which is less than half the Hampshire (43.9%) average, impacting young people's future job prospects. IMD data measuring involuntary unemployment, shows that 002D, 002C and 012 amongst 30% most deprived

neighbourhoods in England. There is also a significant effect on average income levels with Andover at £30,254 being 16% lower than the wider Test Valley at £36,100.

Crime

IMD data measuring risk of personal and material victimisation, shows that LSOA's 002A, 002C and 003C are amongst the top 10% most deprived areas in England. Andover is the second most dangerous medium-sized town in Hampshire. The town's overall crime rate was 91 crimes per 1000 people, significantly above the South East average, which has a crime rate of 69.1 per 1000 people.

Health

IMD data for the risk of premature death and the impairment of quality of life through poor mental and physical health, shows that 002C and 003C are amongst the top 30% most deprived areas in England. Childhood obesity is a rising concern in Test Valley and has since been consistently higher than the Hampshire average since 2015. Test Valley also has higher than average hospital admission for alcohol related harm (924 per 100,000) and self-harm (224.1 per 100,000) than the average in England.

Addressing the challenges

The investments outlined in 4.3.3 will address these challenges, providing benefits to the most deprived communities, which are typically located close to the town centre. These include delivering new green spaces and the physical and mental health benefits they bring, reducing crime and fear of crime, through increasing footfall and natural surveillance, as well as providing access to new cultural and educational resources.

4.3.2 Explain why Government investment is needed (what is the market failure). (600 words)

Applicants should explain what market failure(s) are present and why Government intervention is needed. Market failure occurs where a market is unable to function according to the economic ideas of efficient markets. From a Green Book perspective, which looks beyond simply economic efficiency, this means the market is unable to provide satisfactory levels of welfare efficiency. Examples of market failures include, but are not limited to: - Public goods – goods which are not provided by the private sector because they would be unable to supply them for a profit – for example, road infrastructure or place-making activities. A public good is often under-provided in a free market because its characteristics of non-rivalry and nonexcludability mean there is an incentive not to pay. - Imperfect information – for some goods or services the availability of information or information processing difficulties may prevent people from making rational decisions. This can be a barrier to economic activity as potential gains from trade could be realised if better information allowed people to provide or consume additional goods and services. - Negative externalities – these occur when an activity imposes costs or produces benefits for economic agents not directly involved in the deal. For example, pollution not covered by regulation may be profitable for a perpetrator but impose real costs on others who are not directly involved in the market. Where applications involve non-public sector partners, for example through the delivery of commercial property development, the applicant should ensure they clearly justify the need for government intervention and the assumptions underpinning this.

Failure of commercial property market

The pandemic has further limited the extent of the commercial offer, which contributes to low footfall across the town centre. Subsequently, Andover's primary shopping area vacancy rate has risen from 10.09% in 2012 to 17% in October 2020, higher than the average for the South East (14%).

It is critical that Andover identifies opportunities that bring other commercial uses and community facilities to the town centre, to help replace the long-term decline in retail floorspace.

Lack of evening economy offering

The town centre is usually empty after 5pm as it has a limited evening economy. The main shopping venue is the Chantry Centre, the scale and form of which makes it a barrier to movement across the area, particularly in the evening when through routes are closed off. The Lights Theatre does not have connections to local bars and restaurants due to perceived distance and the town's poor accessibility. Without government funding, Andover's evening economy and leisure offering will be virtually non-existent.

Lack of footfall and dwell time

There is limited footfall in the town centre, driven by the relatively limited retail and service offer which encourages residents to travel to other towns. This has contributed to higher levels of vacant units which has exacerbated the situation further. Andover town centre loses significant amounts of expenditure from its local catchment area to larger centres such as Basingstoke, Winchester and Salisbury as well as to retail parks within the wider town. Action is needed to create a 'pull factor' to bring residents and visitors into the town centre and encourage them to spend time and money, supporting further subsequent economic growth and development.

Lack of pedestrian and cycle links

There is poor connectivity between town centre and edge of centre amenities, in particular the railway station, Odeon cinema and Asda supermarket. This creates a mental barrier between these facilities and discourages visitors and residents from extending their visit and potentially increasing their spend. In addition, walking and cycling connections between the town centre and surrounding residential areas are severed by wide and busy roads with limited crossing opportunities and a lack of dedicated space for active travel. There is no fast and direct route across the town centre for longer commuter journeys by bike, leaving cyclists a choice of using major roads with no cycling provision or sharing space and risking collision with pedestrians.

Lack of usable green space in centre

The main green space in Andover is cut off from the town centre by an overengineered roundabout which makes access difficult. There are no other significant green spaces within the town centre, which discourages both residents and visitors from increasing their dwell time and denies them the mental and physical benefits this could provide. Potential green space at the heart of the town centre is taken up by a gyratory system, which has been shown through modelling to provide excessive road capacity, at the same time as cutting off the town from potential community access to and enjoyment of the River Anton.

Stagnation of residential property market

There are limited numbers of people living in the town centre and a stagnant market as a consequence of other market failures, which has resulted in reduced demand. The excess of car parking in the town centre provides opportunity to release land for residential redevelopment, should other market failures be addressed to increase demand. There are significant plans to grow the residential supply. Whilst this is not directly addressed by this bid, the proposed investments help to improve the viability of future residential developments.

4.3.3 Please set out a clear explanation on what you are proposing to invest in and why the proposed interventions in the bid will address those challenges and barriers with evidence to support that explanation. As part of this, we would expect to understand the rationale for the location. For large transport bids £20M - £50M applicants should submit an Option Assessment Report (OAR). (750 words)

All applicants should clearly explain what they are proposing to invest in and evidence how the planned interventions will address the identified challenges and barriers. All applicants should set out the different options considered as part of the process of deciding on the intervention chosen and justify why the proposed solution is the preferred option above others. As part of this, applicants should justify why the proposed location of the investment is the preferred option above others. Applicants submitting large transport bids £20 million - £50 million are encouraged to submit an Option Assessment Report (OAR) with reference to page 4 of DfT's Transport Analysis Guidance.

The 'Andover Revealed' project will help transform the historic town of Andover, kickstarting its next phase of economic development and targeting pockets of deprivation.

The process of identifying the interventions in this bid involved an assessment of the full scope of the Andover Masterplan; assessing projects against the LUF investment themes, level of local support, deliverability within the required timeframes and ability to tackle the challenges identified. This process resulted in a shortlist which was further refined in a series of workshops with key stakeholders and feasibility consultants.

Wider redevelopment of both the Chantry Centre and Andover college as well as the removal of Vigo Roundabout were ruled out due to timeframes for delivery. Other residential developments are regarded as viable with private sector funding, subject to the delivery of this bid to increase demand.

The final elements which make up the Andover Revealed intervention were also chosen for their adjoining locations which ensures they create maximum impact, in the heart of the town centre.

A new cultural centre

A showpiece attraction for Andover, comprising a relocated and expanded theatre, community spaces, library and children's discovery centre. A design document is attached in appendix I.

This is key to enhancing the town centre's vitality and viability by curating a better mix of uses. This investment will bring the theatre into the heart of the town centre, helping to activate it throughout the day and establishing an anchor for the evening economy. This will increase the number of people attending educational and cultural facilities, evidenced by a feasibility report showing the insufficient capacity of existing facilities and addressing educational deprivation. Furthermore, this will enable a follow-on project to work with Hampshire Cultural Trust which has expressed interest in collocating the Andover Museum collection into the building.

Rationalisation of the western gyratory and a new Riverside Park

This will involve the redistribution of space along Western Avenue and the River Anton corridor away from traffic and towards people, creating a rationalised road network, providing sufficient capacity whilst improving safety and experience for pedestrians and cyclists and reconnecting the town with the River Anton.

This will enable the creation of a new riverside park providing an iconic green space for residents and visitors, opening up a riverfront that has been hidden by highway for decades. It will create a new destination for the town centre, form part of a high-quality north-south walking and cycling route, help to better integrate the bus station within the town centre and encourage more appropriate forms of development on adjacent sites, through increased land values as set out in the economic case. A design document is attached in appendix J.

An upgraded riverside walkway

This will improve the pedestrian experience and provide a rational link between the centre and edge of centre attractions. The work will ensure access for all and overcome current feelings of isolation and limited lines of sight. By opening up the space and improving natural surveillance, the fear of crime will reduce and help to develop a positive use for what is currently an underutilised space prone to anti-social behaviour. In the car parking area, a limited number of bays will be removed to enable the walking and cycling route to be widened and the creation of a new public space. A design document is attached in appendix K.

Clearance of an eyesore building and preparation for future uses

By demolishing the disused and derelict Magistrates Court and preparing the land for future development, a prime riverside plot will be created to support future commercial and public service uses. This will create an improved gateway into the town from the train station and open the adjacent riverside to public use in the immediate term. In addition to encouraging increased business investment, this will also reduce fear of crime by improving natural surveillance of the area as well as opening up access to Andover College and the wider Wellbeing Quarter, supporting their plans for improved education, employment and community facilities in future development phases.

These investments will work in combination to create pride in place for residents and improve visitor perceptions of the town centre with a broader range of activities and attractions. This will support the key aim of driving a significant increase in the number of visits into the town centre during the day and into the evening, increase employment opportunities for people in adjoining areas which suffer from deprivation, create an improved sense of safety and encourage a shift to active travel.

4.3.4 Please explain how you will deliver the outputs and confirm how results are likely to flow from the interventions. This should be demonstrated through a well-evidenced Theory of Change. Further guidance on producing a Theory of Change can be found within HM Treasury's Magenta Book (page 24, section 2.2.1) and DLUHC appraisal guidance. (500 words)

Applicants should use this section to explain simply and clearly how they will deliver the outputs and confirm how results are likely to flow from the interventions. Applicants may wish to refer to the Technical Note Annex B Intervention Framework which provides an illustrative summary of the outputs and outcomes that may fall within the scope of this fund. Applicants are strongly encouraged to design their bids so that the outputs delivered align with this list where possible – although it is recognised that some novel projects will require their own custom indicators. Applicants are encouraged to submit a Theory of Change. Developing a Theory of Change typically involves considering the proposed inputs (what investment/actions will take place) and the causal chain that leads from these inputs through to the expected outputs and outcomes. It considers the causal mechanisms by which an intervention is expected to achieve its outcomes, basing this theory on the gathering and synthesis of evidence. There are many mapping tools that can be used to help explore how the intervention is expected to work, often described as the 'programme theory'. These include Theory of Change mapping, logic mapping, log frames, benefits mapping, and system mapping. The

most appropriate tool to use will depend on the characteristics of the intervention, the complexity of the system it is applied to, and the type of evaluation that is being planned.

Theories of Change can range from simple descriptions to more complex analyses and the level of detail would be proportionate to the size and scope of your bid. More sophisticated exercises produce a more detailed and rigorous assessment of the intervention and its underlying assumptions.

A Theory of Change mapping model is provided in Appendix L. The outputs, how they will be delivered, and their results/outcomes aligned with guidance are summarized below.

Output – A new theatre, community spaces, library and discovery centre

Work will involve the demolition of Unit 62 of the Chantry Centre which is oversized and for which there is no demand as it is presently occupied on a capital expenditure saving lease. Construction of a new cultural hub building will be completed by an appointed contractor. The council will own and operate the completed theatre.

Results:

- A new showpiece attraction for Andover
- Increased footfall in the town centre, including in the evening
- Reduction in crime and fear of crime
- Increased number of cultural events
- Increased consumer spending
- An increase in the employment rate, including for apprenticeships
- Improved perception of place of residents and visitors

Output - A rationalised road network along Western Avenue and a new riverside park in the town centre

Removal of the eastern arm of the gyratory, reconfiguration of the junctions with West Street and Waterloo Court, with southbound traffic joining northbound traffic on the current west side of the gyratory. Works will include river restoration (including protection and improvement of the habitat and ecology), landscaping and riverbank remediation on land released by the removal of the eastern arm of Western Avenue, alongside the delivery of a new pedestrian and cycle path through the site, integrated into the strategic network.

Results:

- Barrier between the town centre and its riverside removed
- Improved safety for pedestrians and cyclists
- Modal shift to active forms of travel
- Improved, more direct pedestrian and cycle flows, linked to wider strategic network
- Simplified vehicle flow and minor reduction in journey times
- Improvement in air quality
- Improved perception of place for both residents and visitors
- Restored access to riverside
- Increased dwell time in the town centre
- Improvement in air quality and contribution to net zero
- Improved physical and mental health of residents

Output - A direct and attractive route for walking/cycling between key sites in an expanded town centre.

Widening and resurfacing of the existing riverside route between Bridge Street and the Odeon/Asda complex. Work will focus on improving the quality of the route, improvements to the space beneath the flyover by removing non-load-bearing panels and reconfiguring hard and soft landscaping.

Results:

- Improved safety through increased visibility/surveillance
- More direct pedestrian and cyclist flows
- Modal shift to active forms of travel
- Increased footfall between different areas of the town centre
- Improvement in air quality

Output – A prime riverside and town centre plot, enabled for future commercial and public service uses

Demolition of the disused former Magistrates Court. Preparation of site for redevelopment with future commercial and public service uses.

Results:

- Removal of buildings with low physical value
- Site cleared and land rehabilitated
- Future uses enabled
- Riverside opened up to public access as an immediate benefit
- Display boards showing future uses and benefits to residents
- Improved safety through increased visibility/surveillance

4.3.5 For package bids you should clearly explain how the component projects are aligned with each other and represent a coherent set of interventions. (250 words)

Where applicants are submitting a package bid they should explain how all the component projects work together. For example, a transport intervention and associated place-making intervention may together support greater footfall and access to a local high street. Package bids should not include multiple unrelated investments.

The outputs listed in 4.3.4 represent an individual bid. This comprises multiple aligned and complimentary elements in a single project. They are located along a single site (mapped in Appendix G) and have an overarching theme of the reinvigoration of Andover town centre through better connections between new and existing attractions and a subsequent increase in visitor numbers, dwell time and average spend. The interventions combined create a multiplier effect in addressing the identified market failures.

The changes to Western Avenue directly enable the development of the riverside park which in turn links with the development of the improved riverside walkway, combining to link the town centre with the strategic walking and cycling network. Both the cultural hub and former magistrates court sites face onto the river and are enhanced by this network walkway, in turn creating demand for active travel along it.

4.3.6 Applicants should also briefly set out how other public and private funding will be leveraged as part of the intervention. (500 words)

Please set out how other public and private funding will be leveraged as part of the intervention

In addition to the funding provided by the Levelling Up Fund, £2M of further funding will be leveraged to fund the intervention. Given the public ownership of the assets by Test Valley Borough Council (TVBC), this will come from its own reserves.

TVBC previously approved the creation of a dedicated Regeneration Reserve of £1M to take forward the delivery its Masterplans and additional transfers into the Reserve have been included in subsequent budgets bringing the total to close to £2M. In January 2021 Council agreed delegations required to authorise spending from this Reserve. The total available in this fund up to March 2025 is forecast to be in the region of £3M. £1M will be allocated to the delivery of this project.

On 26 May 2021 the Cabinet approved the ring fencing of a portion of Community Infrastructure Levy contributions to be allocated towards the delivery of its Masterplans. £1M from the CIL fund has been ring-fenced for the delivery of this project.

Therefore, there is £2M readily available, providing match funding of 10% which will be invested into the interventions in this bid, in line with requirements.

4.4. Alignment with the local and national context In this section, applicants should clearly articulate their alignment with any relevant local and national strategies and objectives concerning investment, infrastructure and levelling up. Applicants should explicitly state how the bid will substantially support the delivery of local and national policy objectives.

4.4.1 Explain how your bid aligns to and supports relevant local strategies (such as Local Plans, Local Economic Strategies, Local Cultural Strategies or Local Transport Plans) and local objectives for investment, improving infrastructure and levelling up. For Northern Ireland, Scotland and Wales bids: In addition, explain how your bid aligns to the strategic plans and objectives of devolved administrations. (500 words)

All bids including those with a regeneration element should explain how the bid aligns to and supports the delivery of relevant local strategies (such as local plans, local economic strategies, local cultural strategies or local transport plans) and local objectives for investment, improving infrastructure, local economic development and levelling up. Bids with any transport element should, in addition, outline the specific local transport context and clearly explain how they support existing transport strategies and commitments in their area and nationally. Similarly, bids with a culture and heritage element should align and support local (cultural, heritage, sports, community hub) strategies. This should include a rationale for the strategies it supports, explaining the current cultural/ heritage/ sports/ community facility offer and engagement, and how the strategies link into the place's broader growth and development strategies. For bids within Scotland, Wales and Northern Ireland, applicants should additionally make clear links to the relevant strategies from the Devolved Administrations.

The interventions in this bid align with these relevant local plans and policies:

A new theatre, community spaces, library and discovery centre

- Andover Town Centre Masterplan, 2020
 - “A new and improved Lights Theatre in the centre of town, promoting local arts and creative organisations and supporting the evening economy.”

- “A prominent civic location is provided, fronting the new square and close to the Guildhall. To maximise long term flexibility for the theatre provision is made for community space, for café/restaurant at ground floor facing the new square, and for co-location with a new library.”
- Adopted Local Plan 2011 – 2029
 - “The Community Plan aim is ‘to enable residents and visitors to enjoy a wide range of high-quality leisure and cultural facilities’.”

A rationalised road network along Western Avenue

- Andover Town Centre Masterplan, 2020
 - “Western Avenue gyratory is a barrier to pedestrians and cyclists, particularly from the rail station... Two lanes could potentially be removed allowing the river Anton to be opened up.”
- Andover Town Access Plan, 2015
 - “Providing high quality facilities for pedestrians and cyclists will not only help to improve accessibility, it is also essential to accommodate the growth and expansion of Andover in a way that minimises the increase in vehicle trips.”

A new riverside park in the town centre

- Andover Town Centre Masterplan, 2020
 - “Restoring access to the river in this area will bring health benefits, ecological benefits, air quality benefits and encourage active travel. It should also provide regeneration benefits for the whole of Andover, attracting visitors, encouraging longer stays in the town centre and stimulating higher quality investment.”
- Green Infrastructure Strategy, 2014
 - “Maintain and enhance the natural character of the River Anton corridor and its banks for biodiversity and flood management.”
- Test Valley Revised Local Plan, 2016
 - “Support the promotion of a healthy lifestyle through access and provision to a range of high-quality leisure facilities, including formal and informal recreation facilities and the promotion of walking and cycling by enhancing the existing network of routes.”
 - “Retaining existing facilities (public open space) and providing new ones are important in promoting a high quality of life for the Borough’s residents.”

A direct and attractive route for walking/cycling between key sites in an expanded town centre.

- Andover Town Centre Masterplan, 2020
 - “Asda and the cinema are important destinations but routes to the town centre could be improved.”
- Andover Town Access Plan, 2015
 - “It is particularly important that cycle and pedestrian routes are established to link the new residential and commercial areas to the facilities and amenities of the town centre.”

A prime riverside and town centre plot, enabled for future commercial and public service uses

- Andover Town Centre Masterplan, 2020
 - “A new riverfront space for the future use of the Magistrate’s Court, including hotel, leisure or educational use;”

- “Redevelopment of the Magistrate’s Court site must maintain a public route along the river”

4.4.2 Explain how the bid aligns to and supports the UK Government policy objectives. For Northern Ireland, Scotland and Wales: In addition, explain how your bid aligns to any specific policy objectives, legal and statutory commitments relevant to the devolved administrations. (500 words)

Applicants should explain how the bid aligns with UK Government policy objectives, including the missions set out in the Levelling Up White Paper, and legal and statutory commitments, such as the Clean Growth Strategy, Clean Air Strategy and the target to achieve Net Zero carbon emissions for 2050. Bids should be aligned to and support Net Zero goals: for instance, be based on low or zero carbon best practice; adopt and support innovative clean tech and/or support the growth of green skills and sustainable supply chains. Bids should set out how they will minimise any negative environmental impact and where they are promoting positive environmental choices. Bids should consider how projects can work with the natural environment to achieve project objectives – considering at a minimum the project’s impact on our country’s natural assets and nature, as well as the resilience of any capital and infrastructure project to potential hazards such as flooding. Transport applications in particular should clearly explain their carbon benefits. For bids involving regeneration and town centre investment, relevant strategies may include the UK Industrial Strategy, Local Industrial Strategies, National Infrastructure Strategy, Strategic Economic Plans, Local Plans, place-specific regeneration strategies or housing plans. Applicants may also reference alignment with Covid-19 recovery plans. For bids within Scotland, Wales and Northern Ireland, applicants should additionally make clear links to the relevant strategies from the Devolved Administrations

Levelling Up

This bid aligns with all three of the investment themes of the Levelling Up Fund; covering local transport projects that make a genuine difference to local areas, town centre and high street regeneration, and maintaining and expanding the UK’s cultural and heritage assets. It also aligns with the Levelling Up White Paper Missions in the areas of Education, Wellbeing, Pride in Place and Crime.

Net zero

The bid aligns with the UK’s Net Zero Strategy: Build Back Greener, Clean Air Strategy and Decarbonising Transport: A Better, Greener Britain. The proposed investments will encourage a shift from car use to active modes of travel, reducing emissions from domestic transport, which is one of the UK’s greatest challenges to meeting its 2050 Net Zero commitment. It will also help reduce air pollution which is the largest environmental health risk in the UK. Using the fund to make Andover town centre more accessible and by creating more green space will support the Prime Minister’s 10 point plan (point 5) by increasing the share of journeys by walking and cycling.

Environmental Impact

In addition to increasing green space and encouraging modal shift towards active travel, this bid includes restoration works to the River Anton. This will include assessment of opportunities for in-channel vegetation to improve habitat and water quality alongside localised improvements to river banks, as well as interception and natural systems of treatment, to give reductions in nutrients and sediment content from storm-water drainage from Andover town centre.

Covid recovery

The bid aligns with UK government's key COVID-19 recovery plans which have a key role in supporting the Levelling Up of the UK. They are the High Street Strategy, Hospitality Strategy and Tourism Recovery Plan.

The bid supports the High Street Strategy by putting Andover Town Centre at the heart of the Test Valley's economic recovery. It is aligned with the strategy as it looks to help the high street adapt and spur private sector investment in the historically under invested city centre. It supports all 5 key priorities:

- Breathing new life into empty buildings
- Supporting high street businesses
- Improving the public realm
- Creating safe and clean spaces
- Celebrating pride in local communities

The bid will support the UK Hospitality Strategy as investment in the new Lights Theatre will create a focal point and driver for Andover's hospitality and leisure economy. The proposal aims to create new opportunities for micro businesses which will re-energise and revitalize Andover and allows Test Valley to create a local community, to enable a new generation of entrepreneurs that thrive post-covid.

The bid will also support the Tourism Plan by supporting the UK's domestic tourism industry. It aligns with the strategy, as the bid will help realise and exploit benefits for local visitor economies. The increased accessibility for pedestrians and cyclists enabling residents and visitor better access to and travel to attractions (parks and gardens, theatres, retail, food and drinks and experiences).

4.4.3 Where applicable explain how the bid complements / or aligns to and supports existing and / or planned investments in the same locality. (100 words max per fund)

Applicants should explain how the LUF investment will complement/align to and support other investments from different funding streams. Applicants should consider the alignment of their bid with other planned/committed investments in the same location, detailing how additionality will be granted through LUF investment and duplication avoided. Where, for example, the LUF investment represents a first step in the implementation of a place's regeneration/town centre strategy the application should demonstrate how the bid fits into the overall vision and would be a catalyst for transformation. Funding streams could include but are not limited to: - LUF Round 1 - Towns Fund (including Future High Streets Competition) - City Region Sustainable Transport Settlement Fund - Major Road Network - Large Local Major Schemes - City and Growth Deals - Bus transformation funding - Cycling and Walking funding - Forthcoming UKSPF investment plans and any Community Renewal Fund investments - Freeports - High Streets Heritage Action Zones - Heritage Action Zones - Transforming Places Through Heritage - Heritage Horizon Awards - Cultural Development Fund - Museums Estates and Development Fund (MEND) - Libraries Improvement Fund - Discover England Fund - Great Places Scheme - Northern Cultural Regeneration Fund - UK City of Culture bids - Create Growth Programme - Creative People and Places - Arts Council England capital investment programme And any investment available by devolved administrations.

The **Town Mills and Pocket Park** development (Hampshire County Council's £969,000, Test Valley Borough Council's £133,000, Enterprise M3 Local Enterprise Partnership £500,000) was a pilot scheme and first phase of the delivery of the Masterplan which opened up a section of the riverside

to the public. This change has proven very popular with residents, proving the concept for the upcoming Riverside Park which will compliment it.

This investment would be the first major step in delivering the Andover Masterplan, acting as a catalyst for subsequent development. The redevelopment of a retail unit site into the new Lights Theatre marks the first step in the wider **redevelopment of the Chantry Centre**. This supports the subsequent delivery of the phased approach which is planned for this major reconfiguration of the town centre retail core.

This in turn would include provision of new office space above the redeveloped retail area, enabling the disposal of the current council offices at **Beech Hurst** (£3.5 residual value) to allow for commercial redevelopment of that site and relocation of the council to the town centre.

The theatre redevelopment is strongly supported by Arts Council England. In previous and ongoing conversations, they have provided a degree of confidence that should the development be successful, match funding will be achievable to support cultural programmes.

The reinvigoration of the evening economy, aligns with plans to encourage private sector investment into **restaurants, bars and entertainment venues** on London Street, supported by improvements to the urban realm to create an attractive outdoor dining environment. This in addition to similar plans for restaurant and entertainment space to be provided in the Guildhall building.

The housing market is stagnant in the town centre due to a lack of demand. The significant improvements to the area which will be made through this bid will create a more attractive place to live and drive future demand. The council has opportunities (highlighted in the Masterplan) to release excess capacity car parking sites to the private market for **residential development** at Borden Gates (Churchill Retirement Living), Sainsburys (Donard Housing Residential), Black Swan Yard (Car Park to residential) and Charlton Place (Lloyds Building conversion to residential).

4.4.4 Please explain how the bid aligns to and supports the government's expectation that all local road projects will deliver or improve cycling and walking infrastructure and include bus priority measures (unless it can be shown that there is little or no need to do so). Cycling elements of proposals should follow the government's cycling design guidance which sets out the standards required. (250 words)

If the bid does not contain any transport related elements this question is not applicable. Where bids include local road projects, the intervention should deliver or improve cycling and walking infrastructure and include bus priority measures or give a sufficient explanation as to why this is not necessary. Applicants submitting bids with local road projects should familiarise themselves with DFT's 'Better Deal for Bus Users', 'Bus Back Better' and 'Gear Change' strategies. If applicants are proposing any cycling infrastructure within their bid, it must adhere to the government's cycling design guidance: - For England and Northern Ireland - For Scotland - For Wales

The redevelopment of the gyratory on Western Avenue will include development of new, dedicated walking and cycling routes which will provide more direct, accessible and pleasant journeys for pedestrians and cyclists.

The cycling design aligns with Government guidance LTN 1/20. The design maximises traffic free cycling provision, providing direct routes which avoid conflict as well as separating commuter cyclists

from leisure riders in the wider park area. The plans have been supported by Sustrans which have provided a letter of support (Appendix A). They also align with a wider programme of cycling provision which is being planned by Test Valley Borough Council, in their upcoming Local Cycling and Walking Infrastructure Plan.

The works will also improve bus passenger experience, opening up and integrating the bus station with the wider town centre and improving accessibility for pedestrians and cyclists. The newly created junction at West Street will be signalized to ensure bus journey time reliability and removal of the eastern arm of the gyratory will simplify and speed up movements of buses exiting the bus station.

Modelling of traffic flows has shown an excess of capacity and so further priority bus measures have been found to have minimal added value and as such have not been included in the planned redevelopment.

4.4.5 Please tick to confirm which of the following Levelling Up White Paper Missions (p.120-21) your project contributes to: - Living Standards - Research and Development (R&D) - Transport Infrastructure - Digital Connectivity - Education - Skills - Health - Wellbeing - Pride in Place - Housing - Crime - Local Leadership And write a short sentence to demonstrate how your bid contributes to the Mission(s).

Applicants should tick each of the Levelling Up White Paper Missions the project will contribute towards and then provide a short sentence to demonstrate how the bid contributes to the mission. Multiple missions can be selected if applicable.

Living Standards – this project will increase inward investment, increase footfall into the area and strengthen the economic health of the town centre, creating additional employment opportunities.

Transport Infrastructure – this project will deliver significant improvements to the highway, rationalising the existing network and creating new cross-town routes for pedestrians and cyclists linking into the wider strategic network.

Education – this project will remediate a key plot on the site of the former magistrates court, which opens up the gateway to the wider Wellbeing Quarter and future rounds of planned development including redevelopment of Andover College.

Health – this project will deliver a boost to public health, helping residents to become more active with new cycling and walking routes, open access community gym equipment and children’s play area alongside riverside access and new parkland in an area with an acute shortage of it, delivering the improvements to mental health outcomes, that these resources can provide.

Wellbeing – this overarching levelling up goal is met through a combination of factors, in this project through increased employment opportunities, active travel and recreation, improved health outcomes, increased pride in place and a reduction in local crime.

Pride in Place – this project will deliver high profile and high quality new public spaces and community facilities which will drive visits into an evolving town centre that the residents of Andover can be proud of.

Housing – this project increases the viability of the planned public and private investment in town centre housing schemes by increasing demand for new residential developments, opening up opportunities for more people including first time buyers to own their own good quality home.

Crime – this project addresses the high levels of crime and fear of crime in the town centre of Andover by increasing footfall across the area, particularly in the evening and improving natural surveillance of the sites.