

WHITEHILL & BORDON HEALTHY NEW TOWN

SUMMARY REPORT

WAYFINDING PROJECT

In March 2016, Whitehill & Bordon was selected as one of 10 NHS England Healthy New Town demonstrator sites across the country. Since then, local partners have been working hard to put the foundations in place to help people in Whitehill & Bordon live healthy, active and independent lives. Our vision for the Whitehill & Bordon Healthy New Town is:

VISION

A wide range of public sector, private sector and voluntary organisations working together to transform Whitehill & Bordon into a town where it is easy for people to live healthy, active and independent lives and have the care they need in the right place and at the right time.

The Whitehill & Bordon Healthy New Town programme is focusing on four work-streams across the new and existing town to realise the vision:

- Healthy & Active Lifestyles
- Healthy Homes
- Urban Environment
- Health & Care Provision

A commitment to building an environmentally sustainable town has already led to measures that will improve the health of residents, such as dedicated walking and cycling routes, park runs and planning permission for a new leisure centre. Through the Healthy New Towns programme we are reviewing plans to further enhance the built environment to make it easier to live healthy, active and independent lives. The programme has identified a number of key projects.

These include:

- Making it easier and safer for people to walk and cycle around town
- Creative Wayfinding
- Active Spaces

A major component to the design of the built environment is wayfinding (mechanisms and signage making it easier for more people to move about without using the car). A new wayfinding strategy for the whole town is being developed. It will be playful and interactive, using landmarks and water features to make it easy to navigate around the town without complex signage.

The Wayfinding and Healthy Streets Project presented here is part of the Healthy New Towns programme.

HEALTHY STREETS WHAT IS IT ?

Healthy Streets is about people's experience of the street. Whether you are a resident, a visitor, a business owner, or someone walking or cycling through the town, there is almost always something that can be done to improve your experience.

The Healthy Streets approach puts people and their health at the centre of decisions about how we design, manage and use public spaces. It aims to make our streets healthy, safe and welcoming for everyone.

The approach is based on 10 indicators of a Healthy Street which focus on the experience of people using streets.

If a street is a healthy and inclusive environment, then we should see all members of the community out on the street, sitting, standing, walking, cycling, enjoying public space and using public transport.

The experience of being on a street affects all the human senses, which means that all the indicators interrelate. For example if the street is very noisy, then people do not feel relaxed and they may, as a result, choose not to walk or cycle.

THE 10 HEALTHY STREETS INDICATORS

Places to stop and rest

Easy to cross

People feel safe

Things to do and see

Pedestrians from all walks of life

People feel relaxed

Clean air

Shade and shelter

Not too noisy

Source: Lucy Saunders, Specialist in Public Health

OBJECTIVE

Encouraging whole town east-west movement in Whitehill & Bordon via healthy and sustainable means.

HEALTHY NEW TOWN - WAYFINDING PROJECT

Whitehill & Bordon Healthy New Town has been selected by the NHS among the other Healthy New Towns, to lead on the Urban Environment workstream across the national programme. With the central A325 north-south thoroughfare, the current layout of the town actively encourages driving, while healthier modes of walking and cycling are passively discouraged.

With much of the proposed regeneration of the town to the west, and existing communities settled mainly in the east, a new healthy east-west link is being investigated. This could transform existing streets into new healthy routes with pedestrian and cycle priority, new crossings and enhanced public realm.

The project is divided into 3 stages:

STAGE 1

Street Audit and Workshops with local schools and organisations

STAGE 2

'Healthy Street Messaging' with local schools and community garden launch event

STAGE 3

Report of recommendations, which will hopefully result in further implementations

HYPOTHESIS

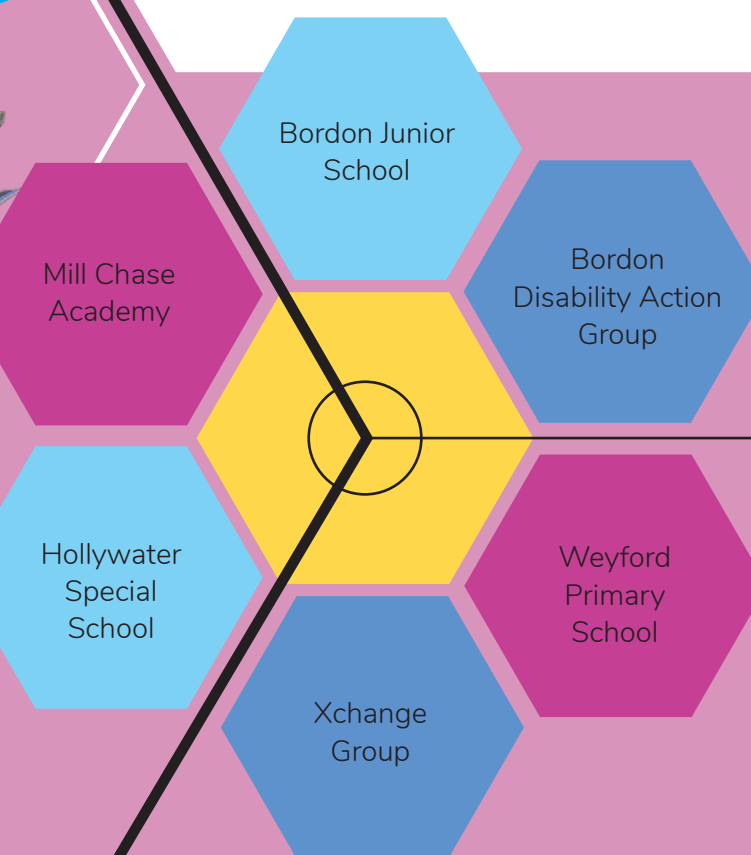
Engage with local stakeholders to model and experience east-west movement along Budds Lane, Chalet Hill and Mill Chase Road.

STAGE 1

STREET AUDIT WITH LOCAL PEOPLE

6 workshops, 4 schools, 2 community groups, circa 200 participants overall

We asked the participants to analyse the route for positive and negative street attributes and identify 5 areas of intervention.

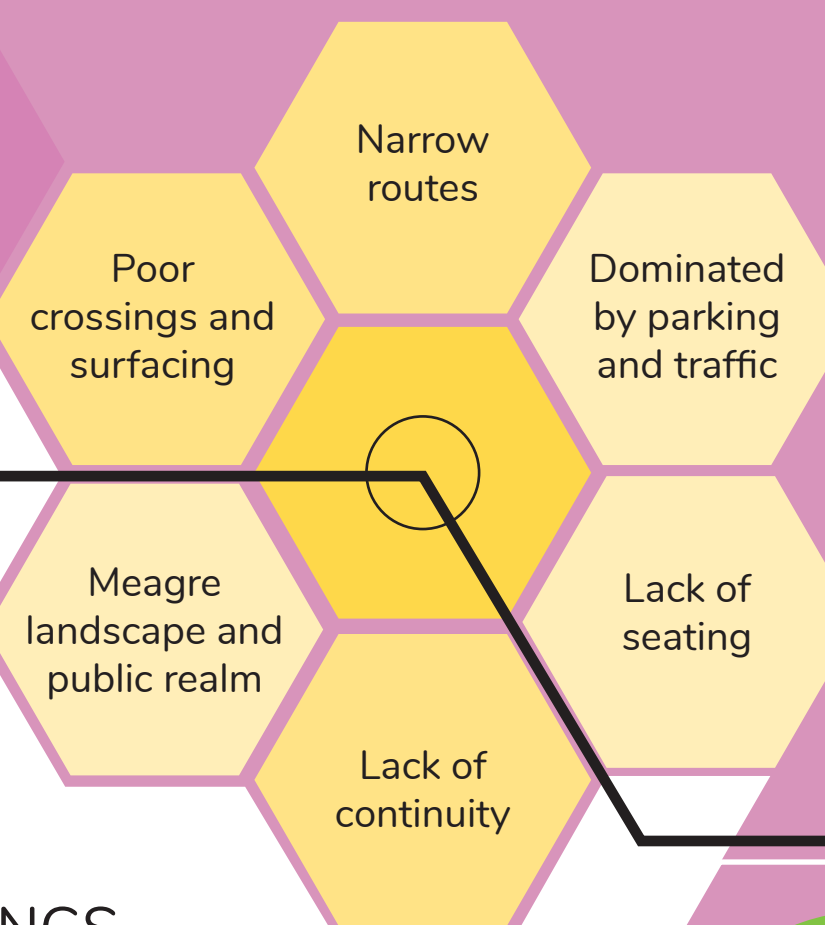


ANALYSIS

- 3 Hot Spots:
 1. Chalet Hill
 2. 'Island Site'
 3. Jubilee Park
- Focused areas for public realm intervention
- Need for comprehensive signage

OPTIONS FOR IMPLEMENTATION

Mill Chase / Weyford School Entrance
Savile Crescent
'Island Site'
Signage



KEY FINDINGS

The prevailing impression from the audits is that the current pedestrian environment is inadequate. Only as a pedestrian does one begin to appreciate the poor urban condition of Whitehill & Bordon's primary east-west route, and similarly start to understand why people are reluctant to walk and cycle along this route.

Poor surfacing, narrow, overgrown pavements, long lengths of blank fencing, and poorly kept public and private open space characterise this route. Yet it also has redeeming features: Jubilee Park, Deadwater Valley, Alexandra Park all touch on the route, but their impact is slight and often underwhelming.



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STAGE 2

HEALTHY STREET MESSAGING

3 workshops, 3 schools, circa 90 participants overall

Based around topics of active travel and healthy lifestyles we asked pupils to create graphics, texts, slogans or artwork that will be used for the launch event. Pupils were able to choose blank hexagon pattern tiles and colour these with messaging based around the themes of the bee, gardening, healthy eating and active travel.

The artworks were then digitised and printed as signs, both for displaying along the wayfinding route as well as a large floor vinyl for the demonstration project.

Love the life you live

Grow fruit and veg!



Bordon Junior School
Mill Chase Academy
Hollywater Special School

Eat healthy



Top step? Keep fit!

STAGE 2

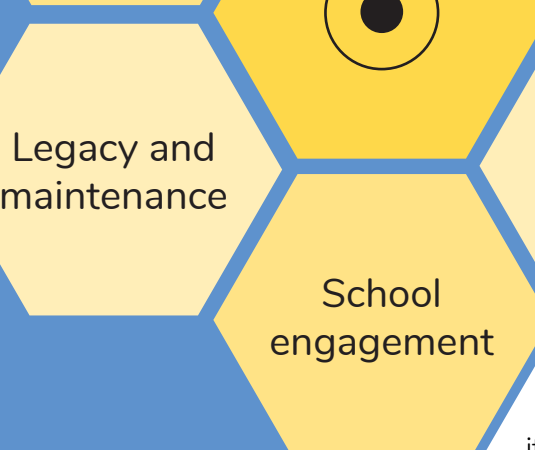
SIGNAGE AND EXHIBITION

Circa 400 coloured hexagonal signs, 20m long walk on floor graphic, 3 ply towers with exhibition

A 'sea' of brightly coloured signs were pinned along the entire wayfinding route, prior to the launching of a community garden, spreading healthy streets messaging designed by local school children.

A 20m long floor graphic, made up of all the designed hexagon signs, was installed on the footpath at Savile Crescent Community Garden. The project objectives and process were described on exhibition panels printed on marine plywood towers. The floor graphic and exhibition remained in place over the summer.

The exhibition towers have now moved to a more permanent position at Mustangs Community Garden.



Landowner engagement process

Publicity and getting the word out

Legacy and maintenance

School engagement

Public sector agencies concerns

Residents awareness

LESSONS LEARNED

Much can be achieved with enthusiasm, will, determination and community input.

This project has shown that there is huge appreciation in Whitehill & Bordon for healthy, community-focused initiatives and there are already a lot of local organisations at work to create positive change in the town.

- To encourage more community initiatives, and help others through the process, it may be helpful to prepare:
- A simple 'Toolkit' with key contacts, template letters to Councils/neighbours;
- A risk & safety checklist, allowing enthusiastic residents the opportunity to reclaim public space for the public good; and
- A legacy map highlighting how the whole town could benefit from an integrated Wayfinding Strategy.

STAGE 2

COMMUNITY GARDEN LAUNCH

4 stalls, 2 schools, free BBQ, competitions, smoothie bike, tree planting, rock painting were among some of the activities on offer at the launch event.

The Savile Crescent Community Garden was planted by 40 pupils from 2 local schools. A community garden party was held on a hot July Saturday to 'hand-over' the garden to local residents. We celebrated with free healthy BBQ, garden makeover competition, rock painting and lots of friendly chats. Since then the garden has been looked after by enthusiastic residents, who have already made planting plans for next year.



FEEDBACK

The project was a great success and we received very positive feedback from local people and stakeholders.

Cllr. Ferris Cowper, Portfolio Holder for Whitehill & Bordon, said:

"The garden has been a great success and has gone down really well with the residents of Whitehill & Bordon."

"These changes will make sure there is a legacy for the community garden and will help it last as long as possible."

"We also hope that it has inspired residents to try something similar on any vacant green spaces across the town!"

Source: www.whitehillbordon.com/latest news (September 24, 2018)



Legend

- Community Garden
- Inviting entrance gate to Jubilee Park
- Seating / Resting Place
- Pedestrian priority at junctions
- Key Pedestrian Routes
- Bus stop
- New Leisure Centre
- Play area
- Cafe
- Green spaces
- New colourful planting
- Allotment
- Skatepark
- Shops

STAGE 3

NEXT STEPS

Focus for further implementation projects in Whitehill & Bordon

Based on the thoughts and suggestions gathered in Stage 1, we have identified a number of ideas and focus areas along the wayfinding route. These are shown here on this street map.

The Wayfinding Project was focussed on the east-west route through the town. However, there is potential through the Healthy New Town Programme to look at further spaces within Whitehill & Bordon. An indicative town-wide map (see separate sheet) shows some of the opportunity sites.

Whitehill & Bordon has previously called itself a 'Green Town'. This small initiative has shown how 'green' can become 'healthy' and how with a small amount of activity, larger community interactions can be generated.

Social exclusion, healthy movement, lifestyle tips and community cohesion can all be positively impact by wayfinding at a grass-roots level.

If you want to become involved in leading the next space for change, then please contact: Kate.Hillerby@easthants.gov.uk or call 01730 234329.

