

Overview and Scrutiny

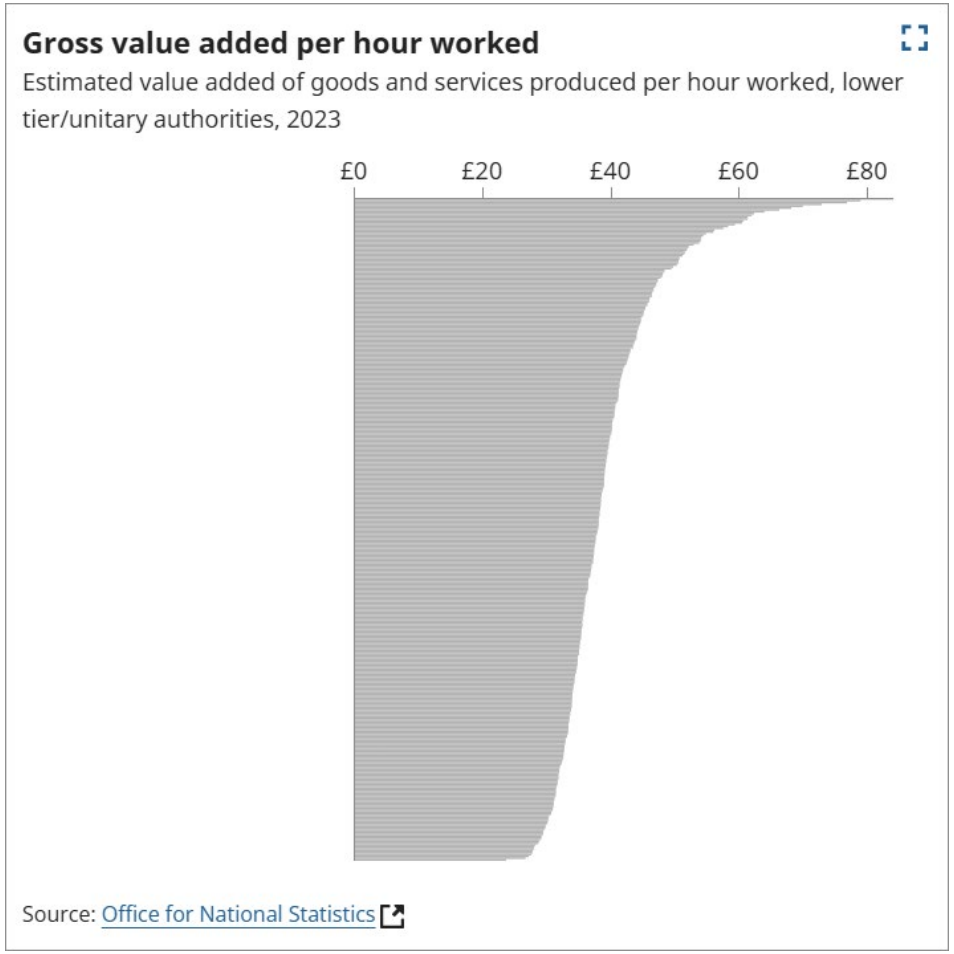
5 November 2026

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- Delivery Plan priority
- Business support
  - Aldershot and Farnborough Growth Partnership
- Skills
  - Young Adults Employment Hub
- Town centres
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  - Positives and addressing issues of concern.

Economic context

- No. 1 in the UK for GVA per hour worked. Rushmoor is the most productive local economy in the UK.
- The local economy generates £8.26 billion annually in GDP.
- GVA per filled job exceeding £127,000 – nearly double the UK average.
- Employment rate of 85.6%, significantly above regional and national benchmarks.
- Concentration of companies in the aerospace, defence, digital and tech sectors.
- Significant businesses inc. QinetiQ, Farnborough Airport and three Grade A business parks





AIRBUS



Gulfstream

QINETIQ

SIEMENS



PHILIPS

FLUOR®

Lenovo

DXC TECHNOLOGY

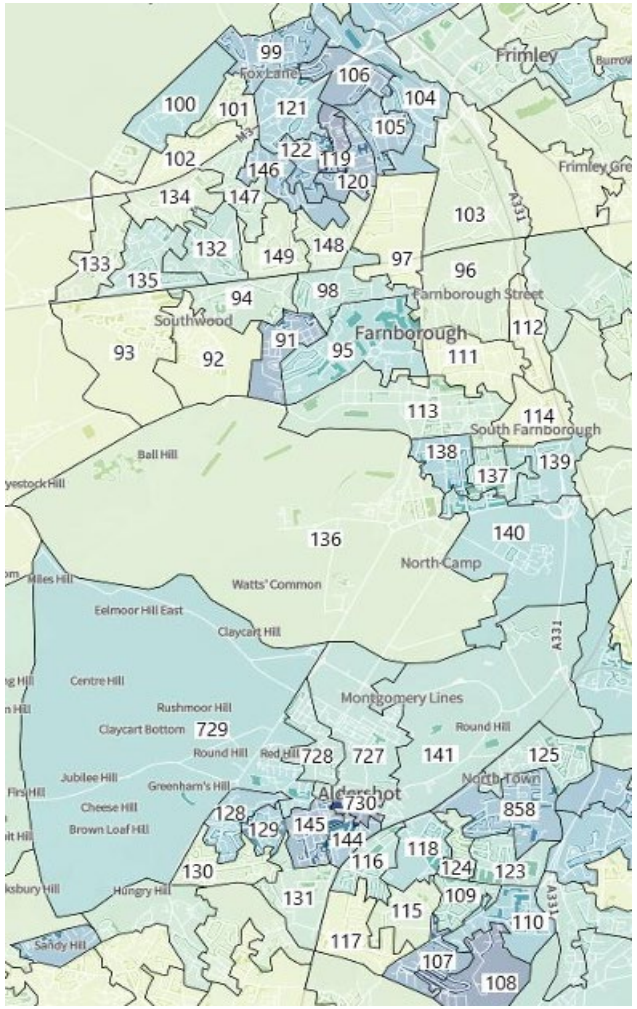






Economic context

- A relatively small number of jobs generate a very high economic output.
- Commuting effects - workplace-based measurement that captures output generated by commuters and major employers.
- Pockets of deprivation.
- Only 38.4% of working-age residents have RQF4+ qualifications, compared with 47.2% across Hampshire. Rushmoor also has a higher proportion of residents with no qualifications (9.6%) than Hampshire (5.3%).
- Town centres which don't reflect economic successes.
- Much of the area's potential remains under-recognised, under-promoted and under-activated and there is a lack of national recognition.
- Growing challenge around talent and investment linked to competition.



Skills, Economy and Regeneration – Business Plan Priorities

- Skills - Promote access to skills, development and training so that residents can be part of a thriving local economy
- Economy - Work with businesses to attract and retain jobs, through active place-making and targeting of key industries
- Regeneration - Partner with experts to deliver strategic transformation of town centres and neighbourhoods

Young Adults Employment Hub

- DWP funded initiative
- Two new Employment Advisors (+ two DWP work coaches)
- 400 Young people – 30% into employment, 50% into education, training, volunteering and work experience
- Support/signposting for mental health, drugs & alcohol, homelessness

- Other initiatives include job fairs, the work experience programme, Employment and Skills Network, support for schools and colleges…

Free business support

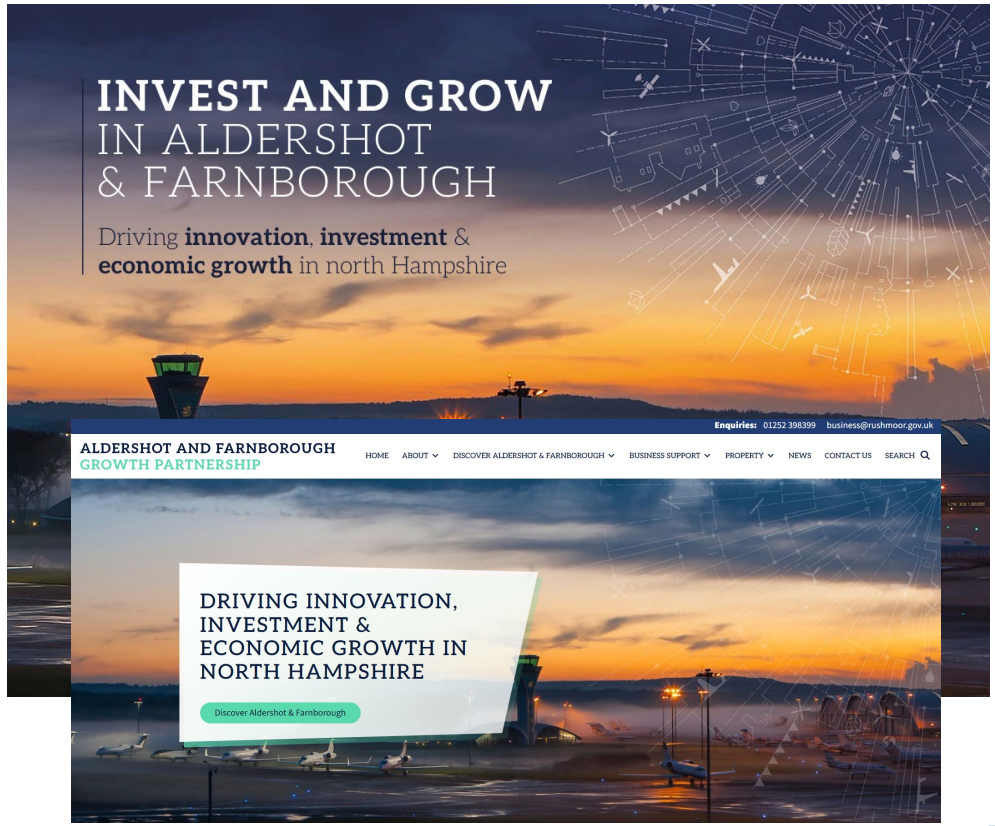
- **IncuHive:** Free, fully funded business advice and mentoring for Rushmoor businesses, covering finance, funding, marketing, business planning and growth opportunities.
- **Rushmoor Business Training Hub (SEEDL):** Free, year-round online training for local employers and staff, covering digital skills, customer service, leadership and Microsoft Office.
- **Business rates support (discretionary)** including growth incentive relief and hardship relief (3 awards in 2025/26 with a further 3 under review – all town centre businesses).
- **Hampshire County Council Growth Hub:** Tailored one-to-one support, workshops and webinars to help Hampshire businesses improve performance, develop skills and grow.

Aldershot and Farnborough Growth Partnership

The Partnership includes some of the borough's key stakeholders combining forces to speak as a single economic cluster and promote the region's strengths.

Three key priorities:

1. Business Investment and Acceleration
2. Skills and Jobs
3. Renewing the Place



Questions

Town Centres

- Performance and perceptions
  - What residents think about Aldershot
  - Vacancy rates – perceptions vs reality
- A moment to celebrate the positive
- Addressing issues of concern:
  - Regeneration and investment (The Galleries and empty UY units)
  - Cleanliness and appearance
  - Parking and accessibility (including accessibility issues at the Wellington Centre)
  - Safety and anti-social behaviour
- Discussion

Residents Survey - Services with the highest rate of dissatisfaction

Face-to-face

Aldershot

1. Town centres (47%)
2. Creating safer communities (26%)
3. Keeping the area clean and tidy (22%)
4. Community facilities (16%)
5. Parking (15%)

Farnborough

1. Town centres (47%)
2. Sports and leisure facilities (31%)
3. Creating safer communities (24%)
4. Keeping the area clean and tidy (21%)
5. Community facilities (20%)

Online

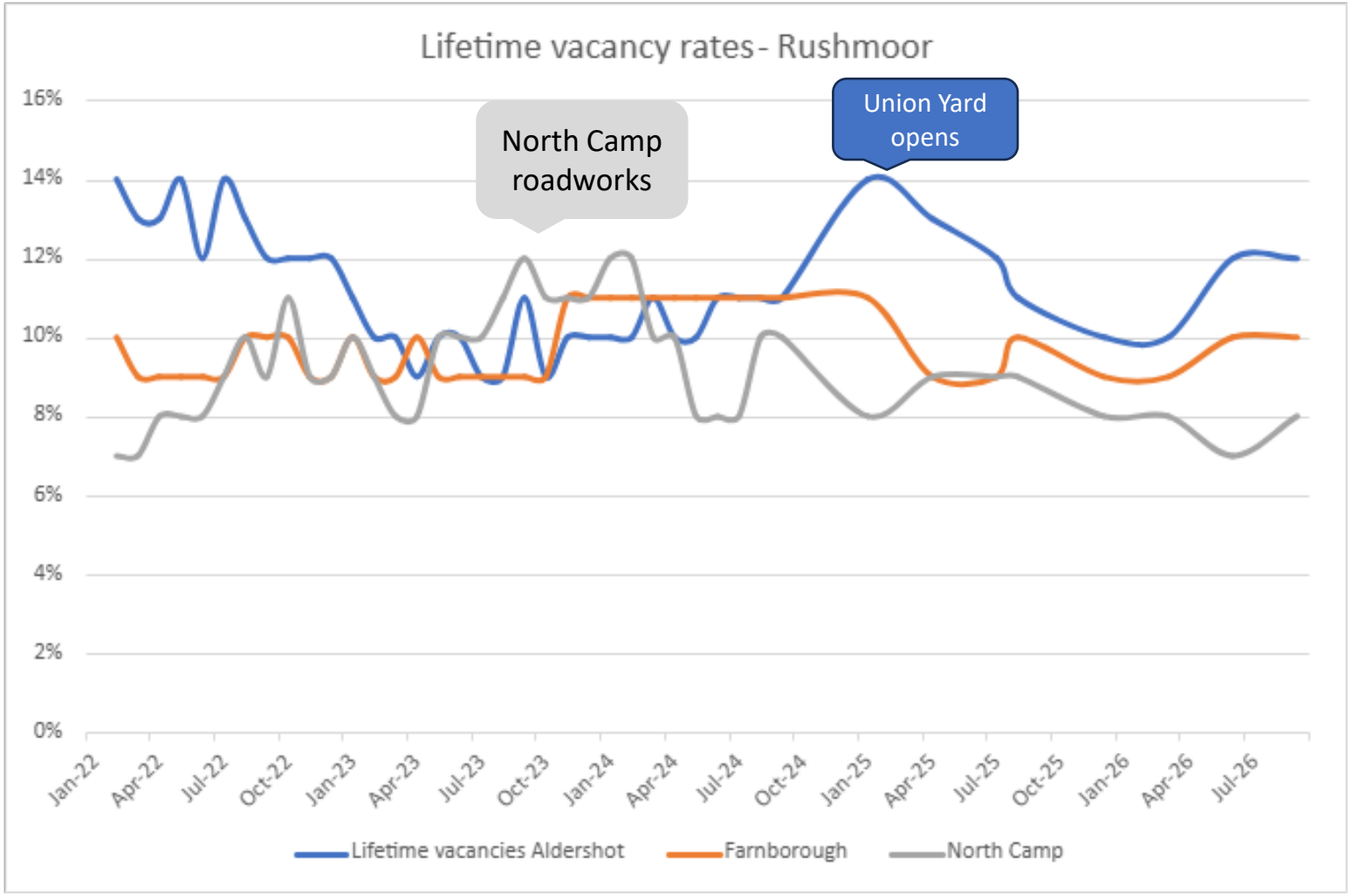
Aldershot

1. Town centres (66%)
2. Creating safer communities (58%)
3. Keeping the area clean and tidy (44%)
4. Community facilities (42%)
5. Housing (31%)

Farnborough

1. Town centres (75%)
2. Sports and leisure facilities (56%)
3. Keeping the area clean and tidy (52%)
4. Creating safer communities (46%)
5. Community facilities (46%)

Perceptions – relatively low vacancy rates – do not correlate with satisfaction



Aldershot vacancy rates Q2

- National vacancy rate: 13.2%
- Aldershot: 34 empty units out of 291 – 11.6% (no change from Q1)
- Openings:
  - Assembly Night club, Victoria Road Aldershot
  - Pound+King, Station Road, Aldershot
  - The Little Dessert Shop, Union Street, Aldershot
  - Pacific Breeze, Wellington Centre, Aldershot
  - Himalayan Treasures, Union Street, Aldershot
- Closures:
  - Consol Tanning, Victoria Road, Aldershot
  - Power Night club, Victoria Road, Aldershot (has reopened as Assembly Night club)
  - Paddy Power, Victoria Road, Aldershot (fitting out as Nepali jewellery store)
  - Destination Momo, Station Road, Aldershot (has reopened as Pound+King)
  - Serenity Greetings, Union Street, Aldershot (under offer)
  - Aldershot Contemporary CIC, Union Yard, Aldershot
- More openings in Q3 expected – up to three new Nepali jewellery shops.

Farnborough Town Centre vacancy rates Q2

- National vacancy rate: 13.2%
- Farnborough: 14 empty units out of 145 – 10% (No change)
- Openings:
  - Esquires Farnborough, The Meads, Farnborough
  - Fat Fades Barbershop, Victoria Road, Farnborough
  - Farnborough Chicken and Pizza, Victoria Road, Farnborough
  - Farnborough Sky Nails, Victoria Road, Farnborough
- Closures:
  - Home Perfection, The Meads, Farnborough
  - Dallas Chicken and Pizza, Victoria Road, Farnborough (has reopened as Farnborough Chicken and Pizza)
  - Pet Barn, Victoria Road, Farnborough (has reopened as Farnborough Sky Nails)
- Other news
  - Deichmann Shoes is coming to Princes Mead Shopping Centre, meaning the centre is fully let.
  - Lounges is opening in The Meads with an expected opening date in November 2026.

North Camp vacancy rates Q2:

- National vacancy rate: 13.2%
- North Camp: 8 empty units out of 104 – 8% (+1%)

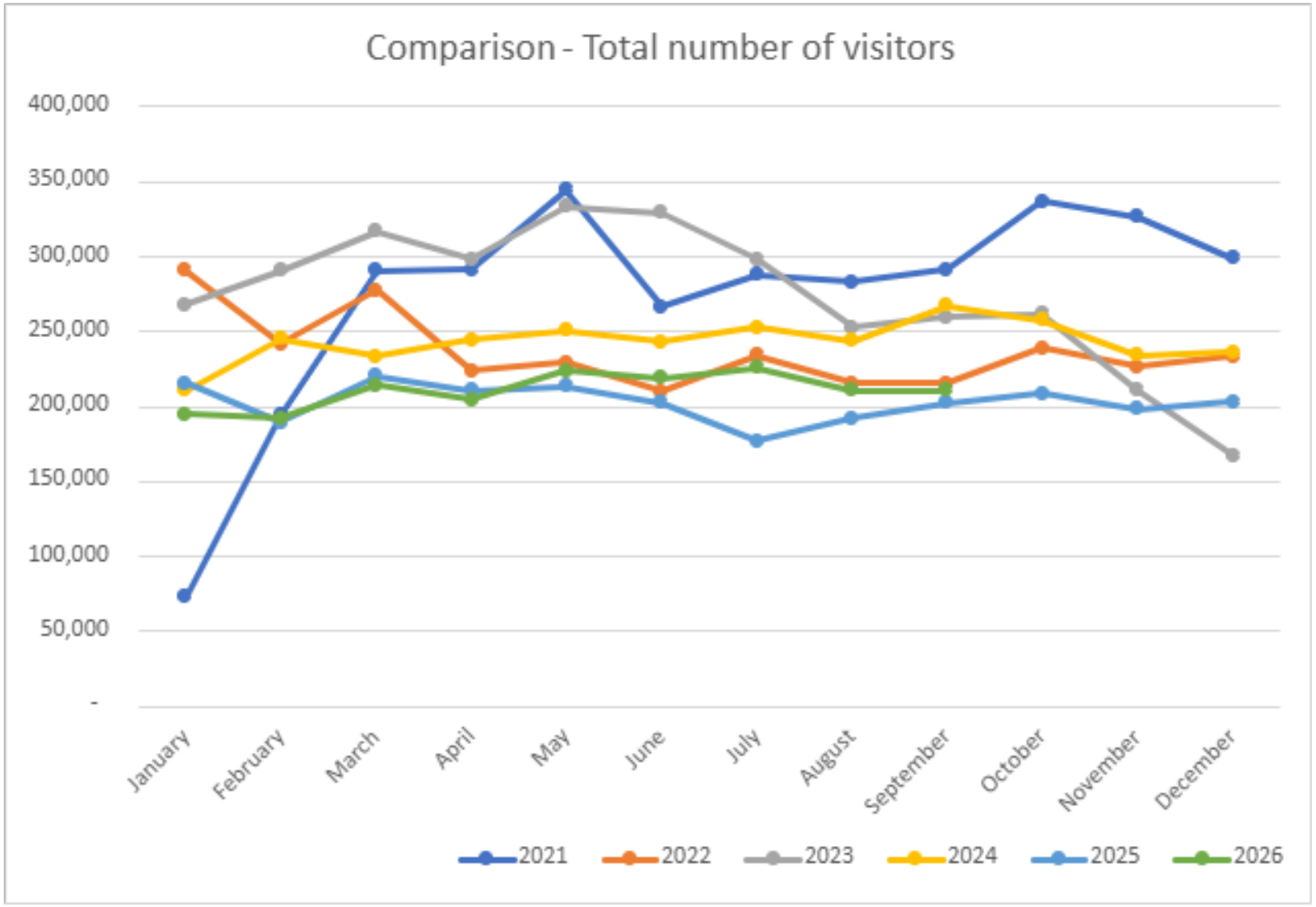
Openings:

- Arden and Scott, Camp Road, North Camp

Closures:

- Amplifon, Lynchford Road, North Camp

Aldershot footfall



Celebrate the positive

Celebrate the positive

- Union Yard Regeneration scheme completion
  - New residents expected to move in shortly – 82 new affordable homes
- ‘Placemaking’ art and installations
- Armed Forces Day 2026 – town centre engagement
- Successful event programme e.g. Victoria Day always bigger, better and more colourful!
- Princes Mead – fully occupied
- Loungers, Esquires, Deichmann…
- Westgate (Aldershot) – fully occupied
- Wellington Centre under new management

Perhaps we don’t tell or sell this story enough!




FA TROPHY WINNERS









Aldershot town centre businesses shared what Armed Forces Day meant to them
Video link: [Preparations for Armed Forces Day in Aldershot and Farnborough]









From left: Invitation for businesses to get involved with AFDNE, town centre businesses offered military discounts which were very well received






FARNBOROUGH


STARBUCKS COFFE
the gym group


Clarks

Union Yard


UNION YARD
ALDERSHOT
41 High Street
8 Union Yard
High Street
A
B
C/F
D/G
E/H
Welfare
5 Union Yard
UNDER OFFER
2 Union Yard
1 Union Yard
50 Union Street
UNDER OFFER
UNDER OFFER
UNDER OFFER
Union Street
Makers' Yard
Flexible Retail
Contemporary Apartments
Student Living

Union Yard

- **Several lettings in progress**
- **Makers' Yard:** 7 out of 8 units let.
  - Revised (reduced) rents agreed until March 2027; Benchmarking requires further work in Spring. Condition survey completed. Remaining canopies are progressing. Work ongoing to consider heat management.
- **Residential blocks:** Seacole Place is being advertised and security handover is due on 26 October. Resident move-in dates planned at 6 per week from 9 November 2026.
- **Student Block:** fully let.

Events









12

Aldershot market
9:00 am
Aldershot

The Hub Mini at St Peter's
10:00 am
Farnborough

Ride Rushmoor - ladies only rides
10:30 am
Farnborough

13

Farnborough market
9:00 am
Farnborough

Crafting with Company
10:30 am
Farnborough

Guillemont Fireworks Night
6:00 pm
Farnborough

14



Aldershot Cl
Cracker
12:00 pm
Aldershot

Aldershot m
9:00 am
Aldershot

Jigsaw Jolly
Up
6:30 pm



18

Chair exercise with weights at LoveYour.Studio

19

Aldershot market
9:00 am
Aldershot

The Hub Mini at St Peter's
10:00 am

20

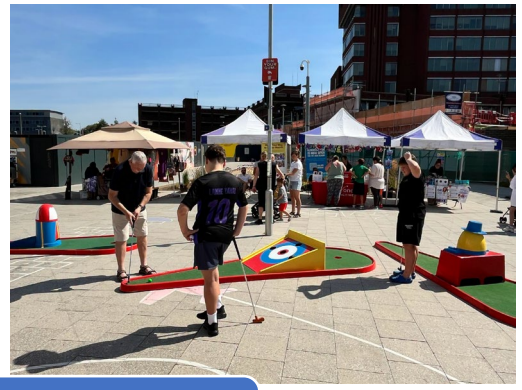
Farnborough market
9:00 am
Farnborough

Crafting with Company
10:30 am
Farnborough

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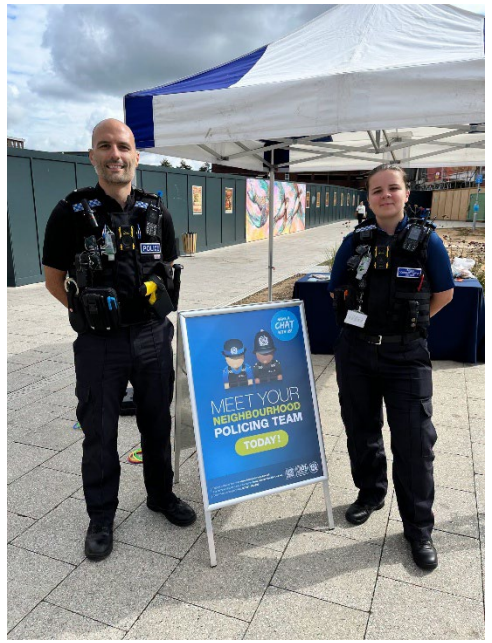


Feel Good Fridays









Increased town-centre activity: All four events were well attended, with footfall higher than the equivalent Fridays in July 2026 and three of four dates higher than in 2025.

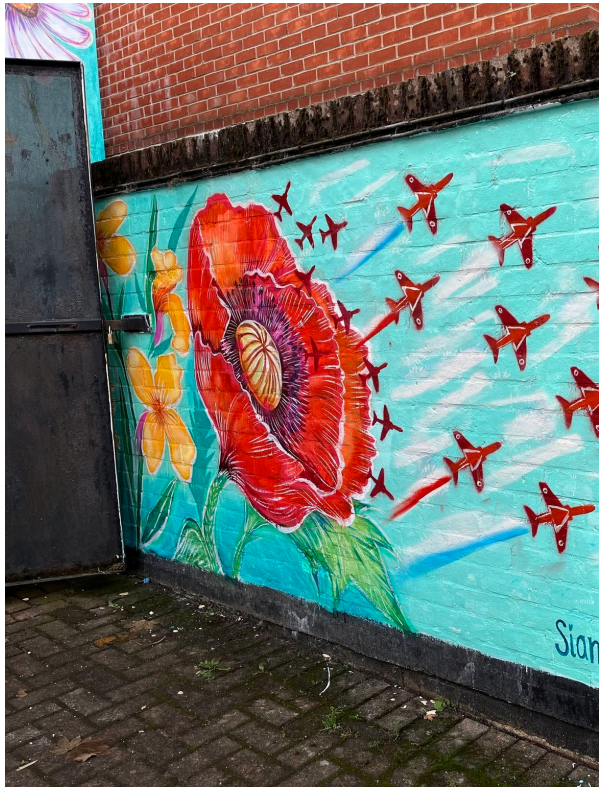
Strong community participation: 23 organisations took part, providing a varied programme of activities and opportunities to connect with local services and groups.

High engagement: Activities attracted hundreds of children, families and other visitors, with some participants continuing to engage with providers beyond the events.

Positive feedback: Residents, visitors and participating organisations responded positively, supporting continuation of the programme in 2027.

North Camp


Thank You
Rushmoor BC
shoplocal
#visitnorthcamp
#Visit
NORTH
CAMP
RUSHMOOR
Shop Local




GENTS


NORTH CAMP
NORTH CAMP
FESTIVE EVENING
SUPPORT LOCAL BUSINESSES IN NORTH CAMP
AGAIN THIS CHRISTMAS
26th
NOV
4:30
TO
8:00
SANTA'S GROTTO
FESTIVE REFRESHMENTS
SPECIAL PROMOTIONS
TREASURE HUNT
AND MORE
KEEP AN EYE ON OUR SOCIALS FOR MORE INFORMATION!
@VISITNORTHCAMP

Issues of concern – and what we are doing about them

Residents Survey narrative - town centre comments by theme (both towns)

Residents Survey - Ranked themes (matched comments)

Rank	Theme	Comments
1	Retail decline and limited choice	45
2	Regeneration and investment	23
3	Cleanliness and appearance	21
4	Community and leisure facilities	20
5	Parking and accessibility	15
6	Safety and anti-social behaviour	12
7	Consultation and delivery	6

Cleanliness and appearance

- Street cleanliness was a particular issue in Summer 2026 (survey date)
- Despite….
  - Aldershot and North Camp were pressure cleaned in early July.
  - Funded by Chewing Gum Task Force.
- Results impacted by the lack of rain.



Parking and accessibility

- High Street Multi-Storey Car Park – some upgrading undertaken.
- Wellington Centre:
  - Escalator repaired (small thing but totemic)
  - Lifts – 2/3 out of action but maintenance planned
- Potential free parking trial (free after 3pm) – subject to funding
  - Report to Cabinet - will ask Cabinet to consider a trial but worth noting that experience tells us this is not a primary factor impacting perceptions, footfall or town centre health.

Safety and anti-social behaviour

- CCTV replacement completed; regular town-centre and car-park patrols continue.
- Police, council and business intelligence is being shared to identify hotspots, including Union Yard.
- Community engagement and harm-reduction activity are ongoing.
- **Key concerns:** student safety fears and ongoing perceptions linked to street attached.

Looking ahead

Aldershot: How do we leverage our legacy?

Aldershot is a town with a proud heritage, a strong community and the potential to create an exciting future.

We need to bring people, place and partnerships together to build confidence, unlock its distinctive strengths and create a thriving future.

Proud heritage

- Celebrate Aldershot's British Army legacy, distinctive architecture, green spaces and strong sense of place.

Active, healthy living

- Champion nature, sport, outdoor adventure and the spaces that support health and wellbeing.

A vibrant community

- Recognise the Nepali community's contribution to regeneration, culture, food, events and town centre life

A confident future

- Attract new footfall, build strong partnerships and harness connections with Farnborough, London, Hampshire and the South Downs.

Farnborough needs to find its mojo

A strong community identity: Build on the distinctive character of neighbourhoods such as North Camp and create stronger connections across Farnborough.

The Landing at the heart: Enhance the public realm and establish a welcoming community hub that brings people together.

Celebrating Farnborough's identity: Bring the town's aerospace, aviation and technological heritage into the centre through storytelling, learning and experiences.

A new reason to visit: Attract people from the Technology Park, Business Park and local colleges through new food and drink venues, pop-up shops, street food and an engaging events programme.

Discussion