

Gosport's Story

The background is a complex abstract composition. It features a large red area on the left, a dark teal area on the top right, and a greyish-blue area on the right side. A network of thin black lines crisscrosses the red and teal sections. A dashed light blue line runs diagonally from the top left towards the bottom right. At the bottom, there are stylized blue wavy lines representing water. The overall aesthetic is modern and graphic.



**“Gosport’s Story”
explains our
future vision
and summarises
our shared
passion for
change.**

The production of this narrative and roadmap marks an important milestone on Gosport's journey.

These words form the basis of an action plan, already underway, for a future that has been developed by involving the widest possible community. We understand the DNA of what makes Gosport unique and the assets that will drive change and make us successful.





**“Gosport’s Story”
holds the keys to
unlock collaboration,
support cohesion
and create a
shared sense of the
direction of travel.**

It contains simple themes and values which underpin how we move forward and what we leave behind. The themes are the chapters of our story, pillars of distinctiveness and things we need to focus on in the development and promotion of Gosport.

It influences how we behave, what we produce and how we talk about ourselves.



Through the
process of
producing this
story, change has
already begun.



**Now
is**

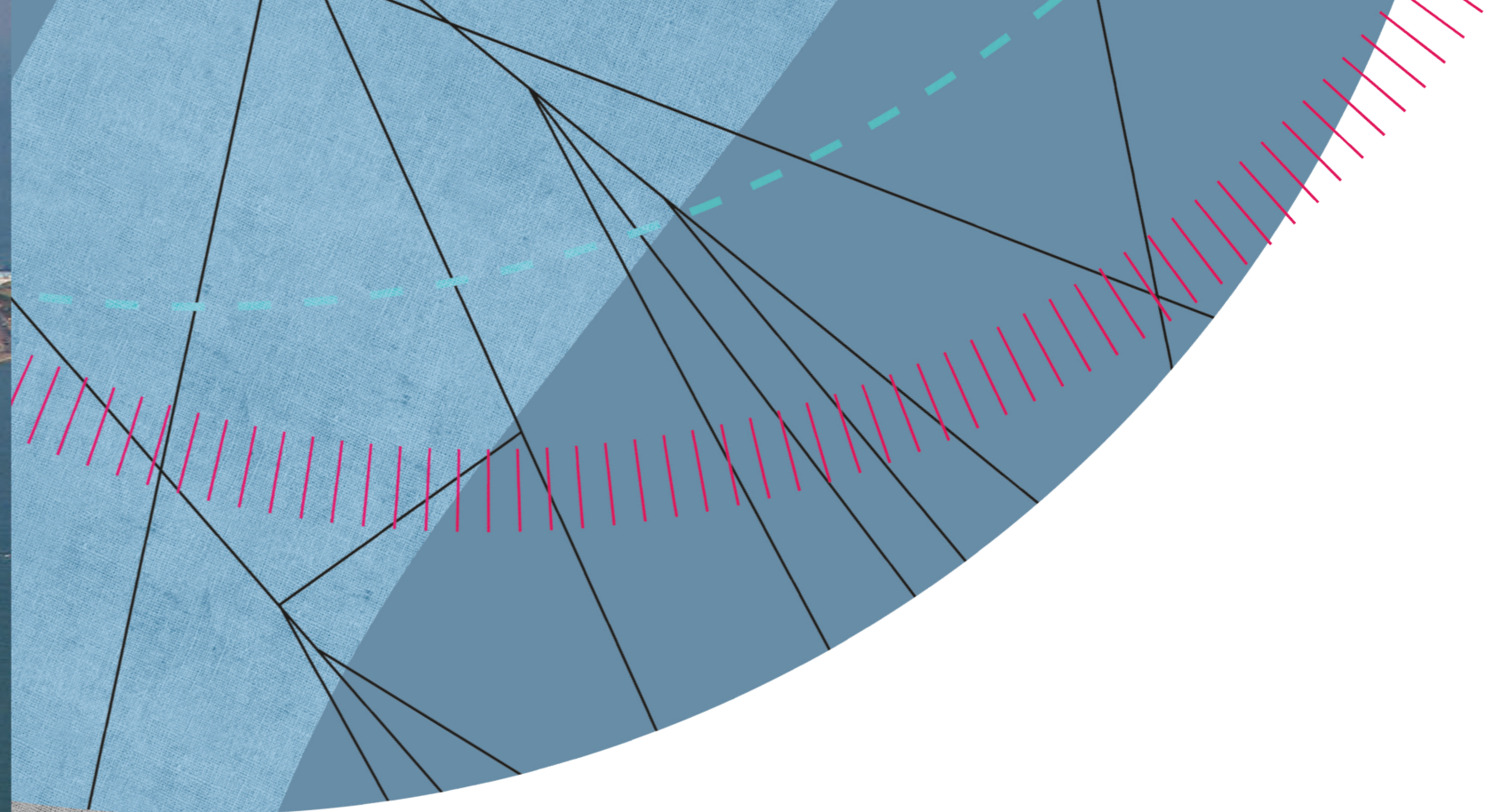


**Gosport's
time ...**

Gosport's peninsular location places the borough in a very special position.

It feels like an island, distinct and different from Portsmouth and the South Hampshire area, yet is only a short journey by ferry from the commercial and cultural opportunities of a major city.





Strategic sites directly opposite Portsmouth's Spinnaker Tower, Gunwharf Quays and the Royal Naval Dockyard, home to the new Queen Elizabeth-class aircraft carriers are becoming available for redevelopment. Fort Blockhouse, Royal Clarence Yard, Haslar Barracks, Royal Hospital Haslar, Daedalus and others have an important role to play in shaping the future of Gosport and helping achieve an exciting new economic vision.

They are destined to become major new employment hubs reinforcing our links to the Waterfront and its gateway deep water access to Portsmouth Harbour.





Through projects like the Coastal Revival Fund we have regenerated sites such as Bastion No. 1, the ancient monument and park near Trinity Green on Gosport's waterfront, replanting wildflowers, preserving and protecting trees and wildlife.



The background features a complex abstract design. It includes a large, light blue circular shape on the left, a dark blue curved shape at the top right, and a series of dark green, pointed shapes at the bottom. A prominent red circle with a dark blue center is positioned in the middle-right area. Various lines, including solid black, dashed cyan, and red, crisscross the composition. Two black circular icons with internal crosshairs are located in the upper left quadrant.

Gosport also plays an important role in the county prosperity story of Hampshire and the wider Solent region; linking countryside and coast and benefitting from good connectivity to London, regional and international airports.

With two of the UK's largest shipping ports on our doorstep, we are also perfectly placed to take advantage of 'internationalisation' efforts post-Brexit

With 24 miles of waterfront we are able to build an aspirational and inspiring location for those who live in, work in and visit the town whilst safeguarding and sharing vital components of the nation's heritage.





Our Themes



**Our
Deep Blue
Celebration**



**Gosport's
narrative is the
song of the sea.**



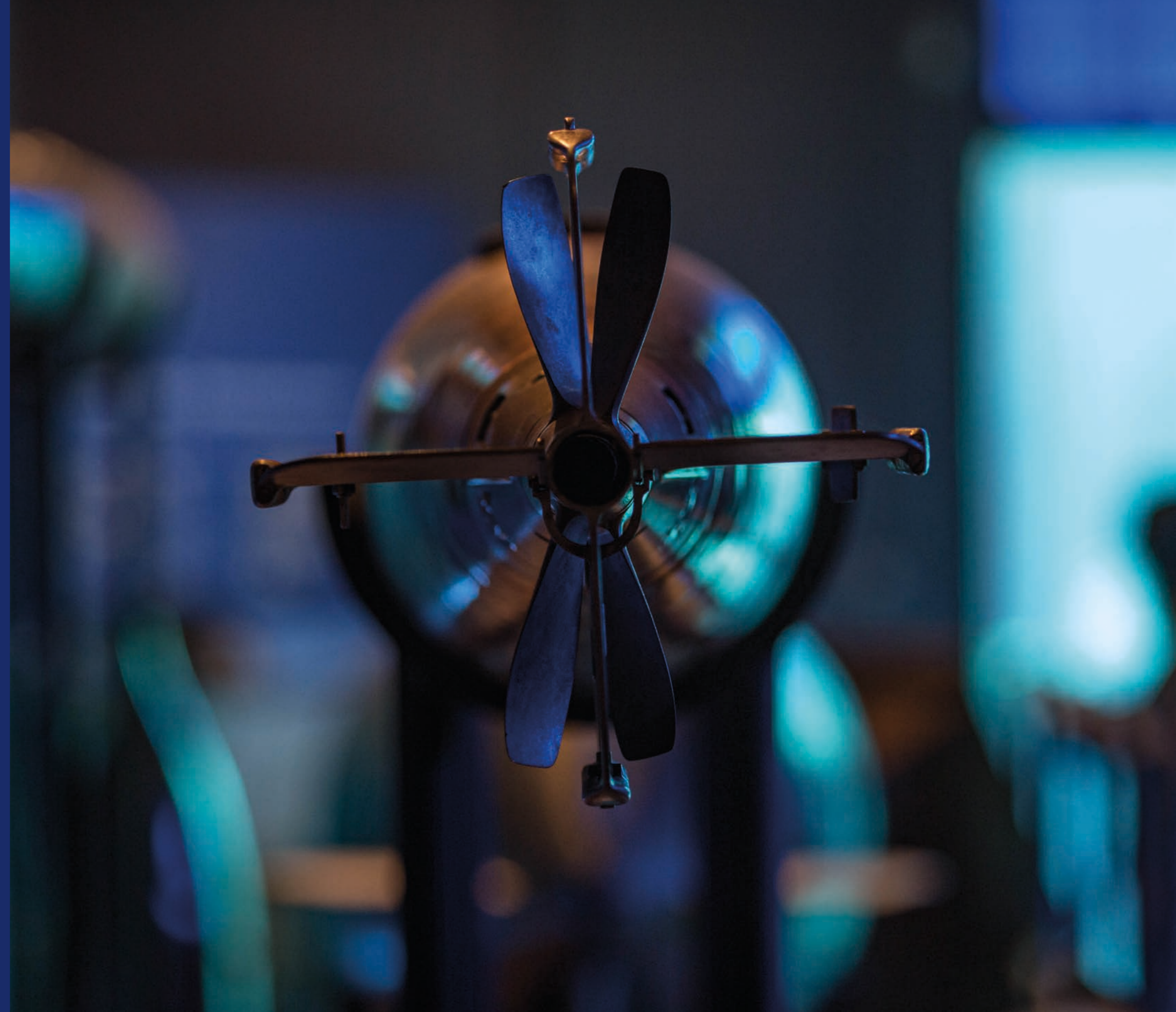
**Water is the natural
asset that gave us
our naval heritage.**



The same waves will power us forward once again as we repurpose former military bases, naval sites and the Waterfront 'Gateway'. In awesome heritage buildings we will create inspiring spaces to grow new businesses in offices, studios and marine technology facilities sharing incredible waterfront views.



**The sea links the past
with the present and
provides opportunities
for the future.**

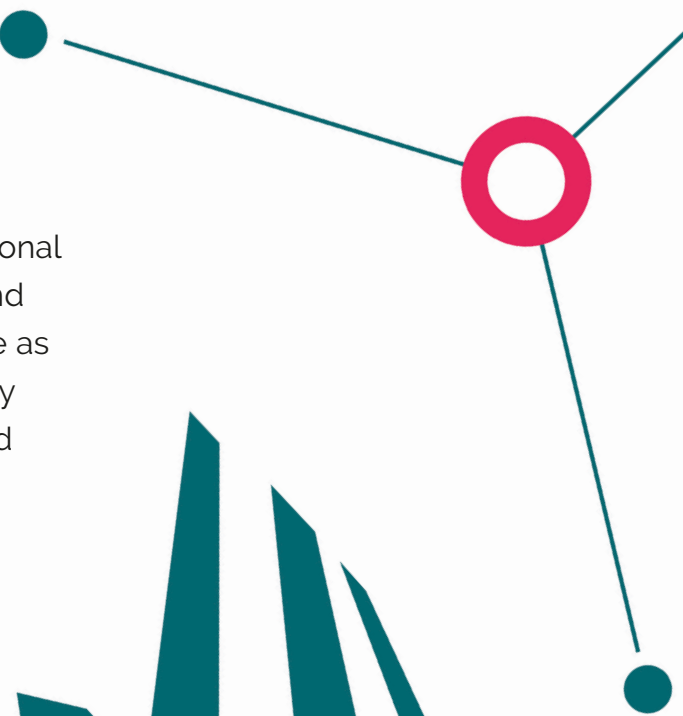





In the same way, we will link the town with the waterfront, embracing our spectacular peninsular location and distinctive coastal experiences such as Stokes Bay and Lee on the Solent.


The coastline of Gosport provides attractive places to eat and drink, stay in a boutique hotel, watch shipping activity, walk a dog or simply sit and take in the vistas.





With proposals for the future hosting of international sailing events in Portsmouth during both 2021 and 2022, we have the opportunity to raise our profile as a centre for yachting and sailing, spearheaded by our ambassador, British skipper and world record holder, Alex Thomson.





Street furniture, art and planting will increasingly reflect centuries of maritime culture, fables and folklore connecting the water to the town centre. Here, our wide open high street offers pedestrianised space in which to celebrate our nautical history through festivals, signage and interpretation of our public realm.



**Reimagining
and Animating
our History**



Gosport's heritage sites are at the heart of the town's future economic development.



Outside two London boroughs, Gosport has the most listed buildings in the country.



With the help of Historic England, we have a chance as a Heritage Action Zone to ensure that these buildings are protected for the future, breathing new life into places of heritage and making them more accessible to businesses, trusts and investors.



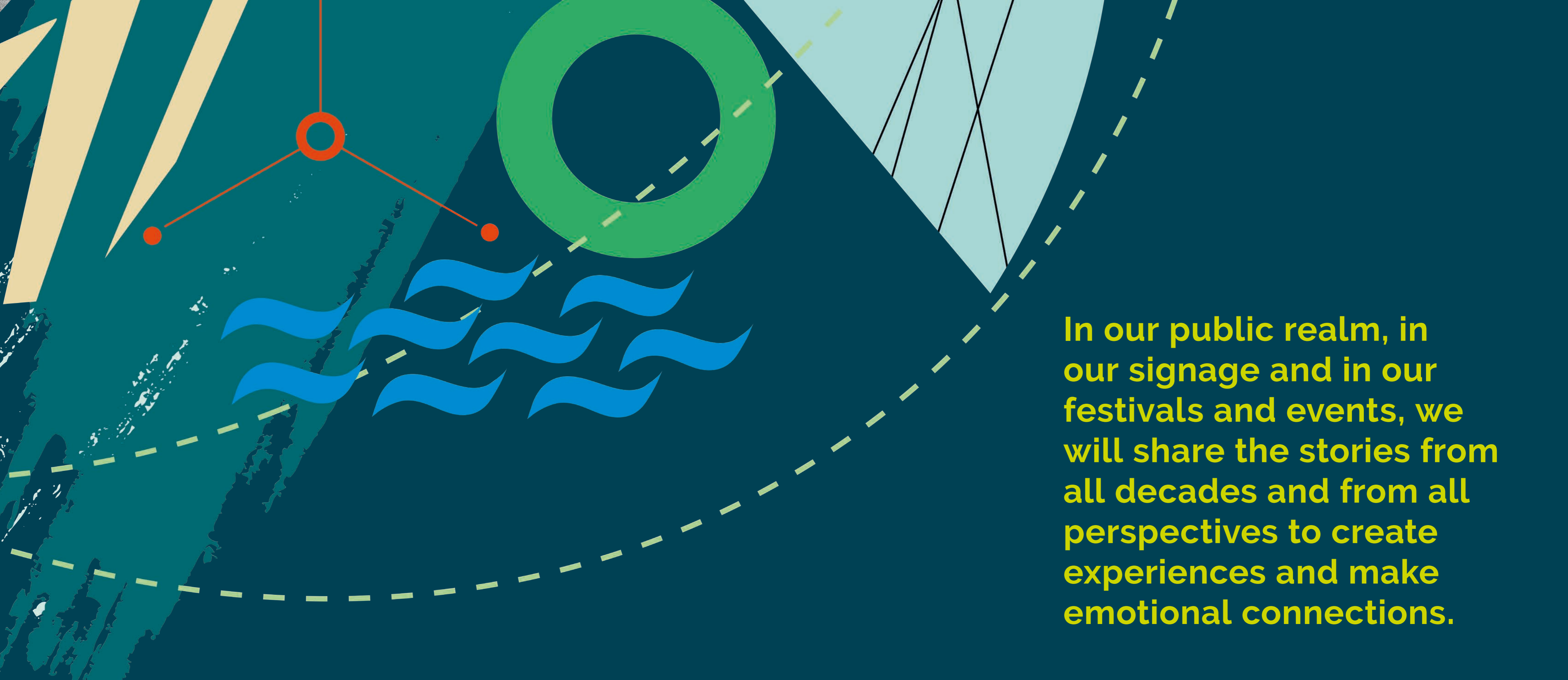


For over 400 years Gosport has played a central role in the nation's defence, supporting the ships, submarines and aircraft of the Royal Navy, and the men and women who operate them.

Our interpretation of history will shift from focussing on our built heritage to sharing and celebrating our social history, life and death, endeavour and tragedy. From the stories of the Georgian press gangs in the alleyways and snickleways in the 1800s, to the heyday of cinema going when there were 4 picture houses in the town along with tram travel.

We will no longer be an added extra to Portsmouth but a place with its own story which we'll invite people to explore and discover through creating a stronger experience and offer, all brought together in a coherent plan.





In our public realm, in our signage and in our festivals and events, we will share the stories from all decades and from all perspectives to create experiences and make emotional connections.

By reimagining and animating our history, we will work together to share how Gosport families and heroes have been shaped by the sea. We will use this to engage with visitors not just at festivals, not just in museums, but all year round in all sorts of places and in all sorts of creative ways.

We are proud to be the largest and longest running annual grass roots celebrants in the UK's biggest festival of cultural celebration, Heritage Open Days.



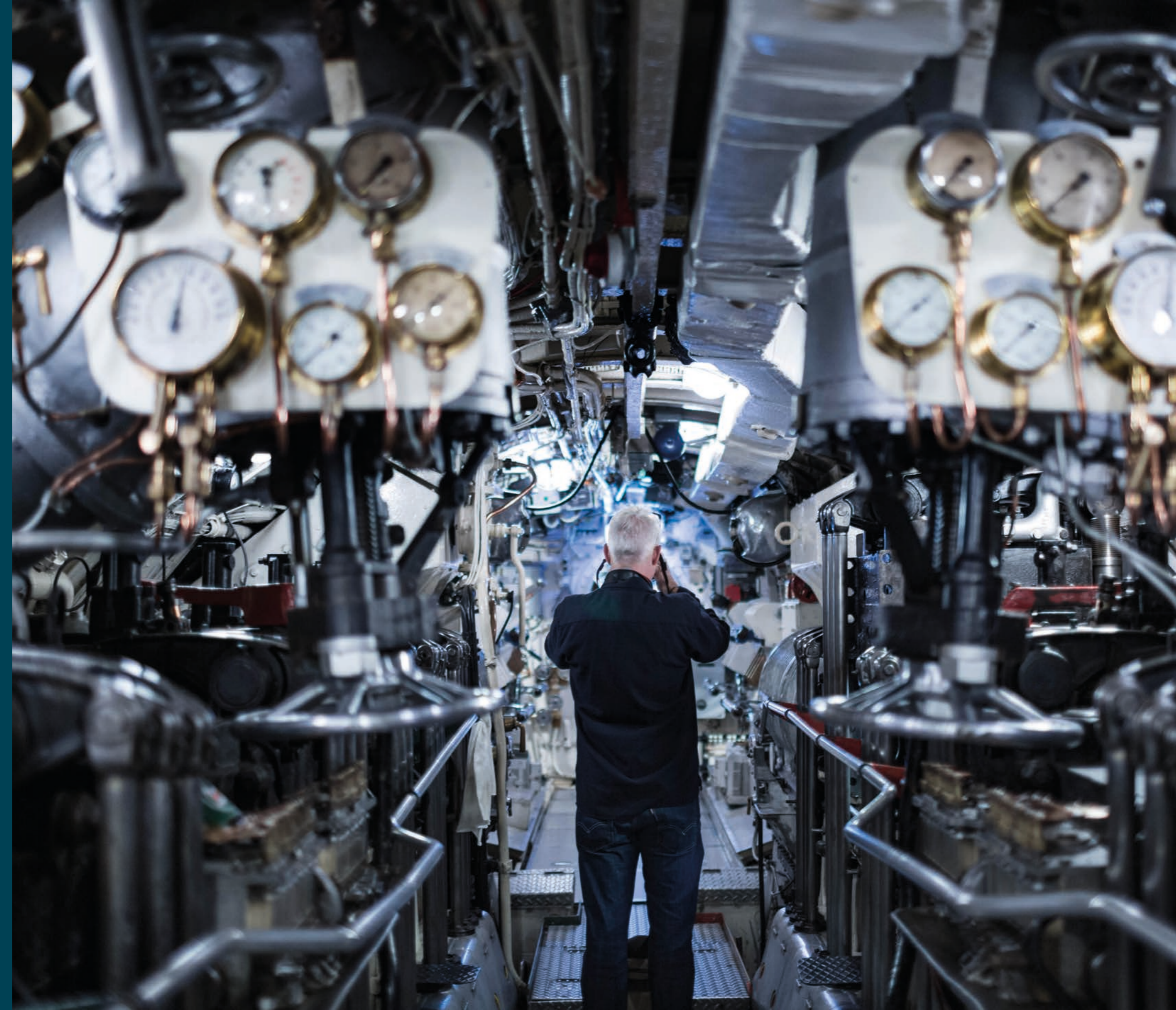


Gosport will harness the expertise and enthusiasm of a legion of volunteers, hobby experts and enthusiasts.

We will work together to share our town's hidden history to support a new focus on arts and heritage which will revolutionise our visitor economy and cultural offer, influencing education and social policy.



This will include raising the profile of our attractions such as the Royal Navy Submarine Museum, Explosion! and Gosport's Diving and Hovercraft museums, and working more closely with sector partners to provide a coherent visitor journey and cross-promotional messages with suggestions for curated days and experiences.





Redevelopment at the Gosport Museum and Gallery will help bring history to life and involve people of all ages and backgrounds in sharing and interpreting our stories in relevant ways to engage new audiences.

The background is a solid teal color with several overlapping geometric and abstract patterns. There are dashed white lines forming a grid-like structure, some solid white lines, and two stylized white wind turbine icons. The overall aesthetic is modern and technical.

The Environment for Fresh Thinking



**We are a community
committed to doing
things differently.**



**The time has come
for fresh thinking to
bring it all together
and capitalise on
our assets and
opportunities.**



We embrace innovation and creativity, attracting entrepreneurs looking for inspiring studios, offices and work spaces in cool heritage buildings with interesting addresses, auras and textures.





We will develop our skill base by thinking regionally and working with Hampshire's universities, continually looking outwards across the region and beyond.



We have already begun work on Gosport's ramparts to make them a go-to destination for walkers, those interested in the town's history, or people just looking for somewhere to enjoy the views and relax. Via the new Gosport Heritage Action Zone, we will showcase more of the town's historic fortifications and make them accessible and attractive for residents and visitors alike.





As towns and cities across the UK wrestle with reinventing their high streets, Gosport's has the assets and vision for a plan to create a town centre for leisure, pleasure, residential and community use.





As one of the first High Street Heritage Action Zones with over 100 independent shops, we will promote and support our traders with an emphasis on customer service and specialist knowledge. We will revitalise our retail market with specialist, themed events and support for start-ups. We will upgrade historic shopfronts and repurpose upper floors to create spaces for offices, meeting rooms and studios.

The Big Idea for Gosport





Gosport:



**Our Growth
is Natural
and New**



Gosport's geographical location and coastal advantages, temperate climate and heritage assets made us great as a naval port.

Using these same assets, we will evolve naturally to become an integral part of a world-class global hub for marine and maritime activity, and become a 'first port of call' for business by offering an attractive location and unique heritage buildings to set up, relocate or grow a business.

Hundreds of years of military defences and naval buildings are being converted in all sorts of ways for commercial, tourism and residential use. We will repurpose and refashion the “hidden” treasures of our ancestors to redefine Gosport as a year-round destination for culture, leisure and pleasure as well as for business.

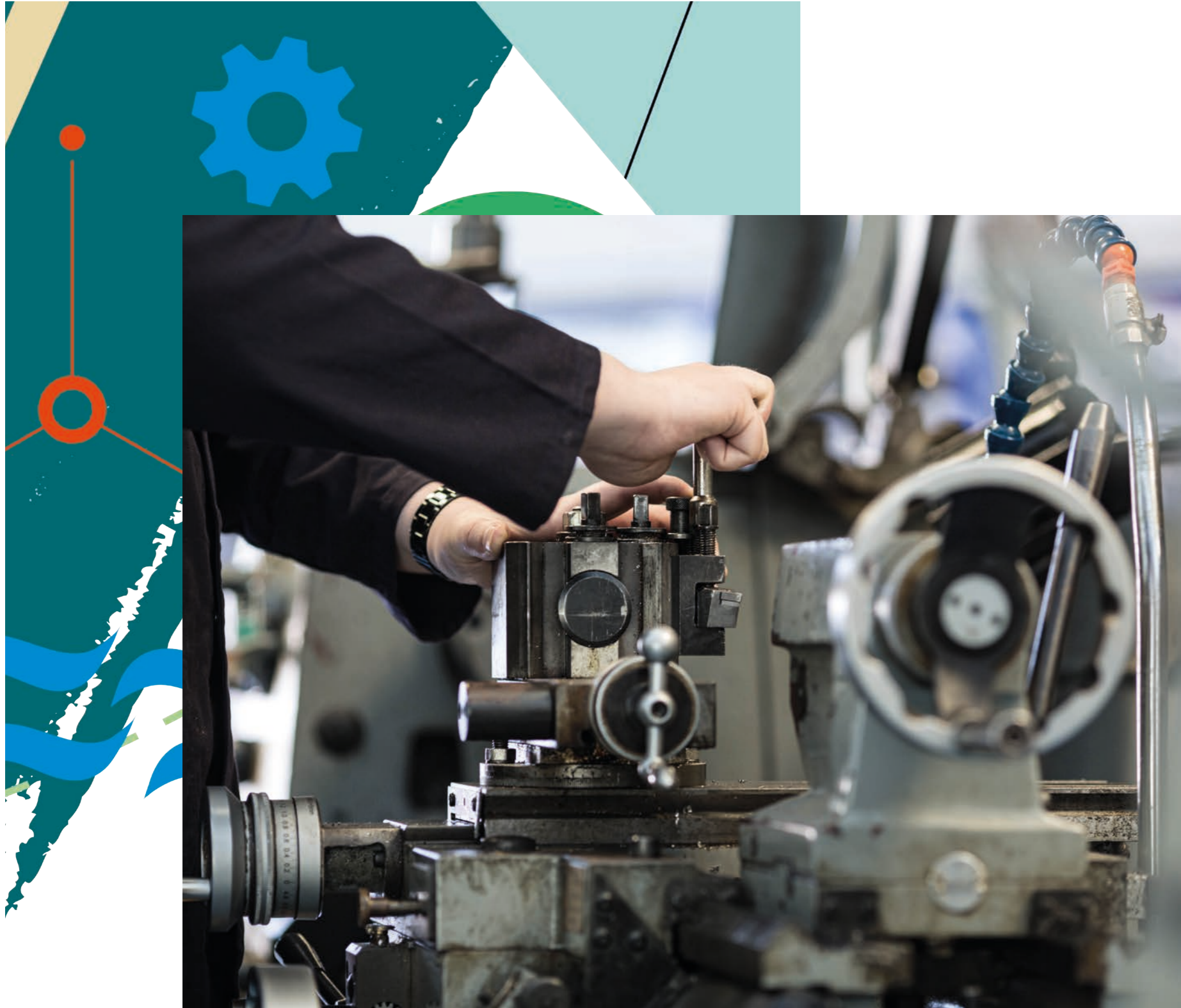




Gosport's new story will bring employment, skills, training, volunteering opportunities, community cohesion and health and wellbeing opportunities.


With the natural growth and transformation of Gosport's infrastructure and assets comes the evolution and transformation of the people who live and work here, its culture and community.







A more self-sufficient economy and higher local job density will provide a much larger employment base, opportunities for skills specialism and a broader range of job opportunities for local Gosport residents.

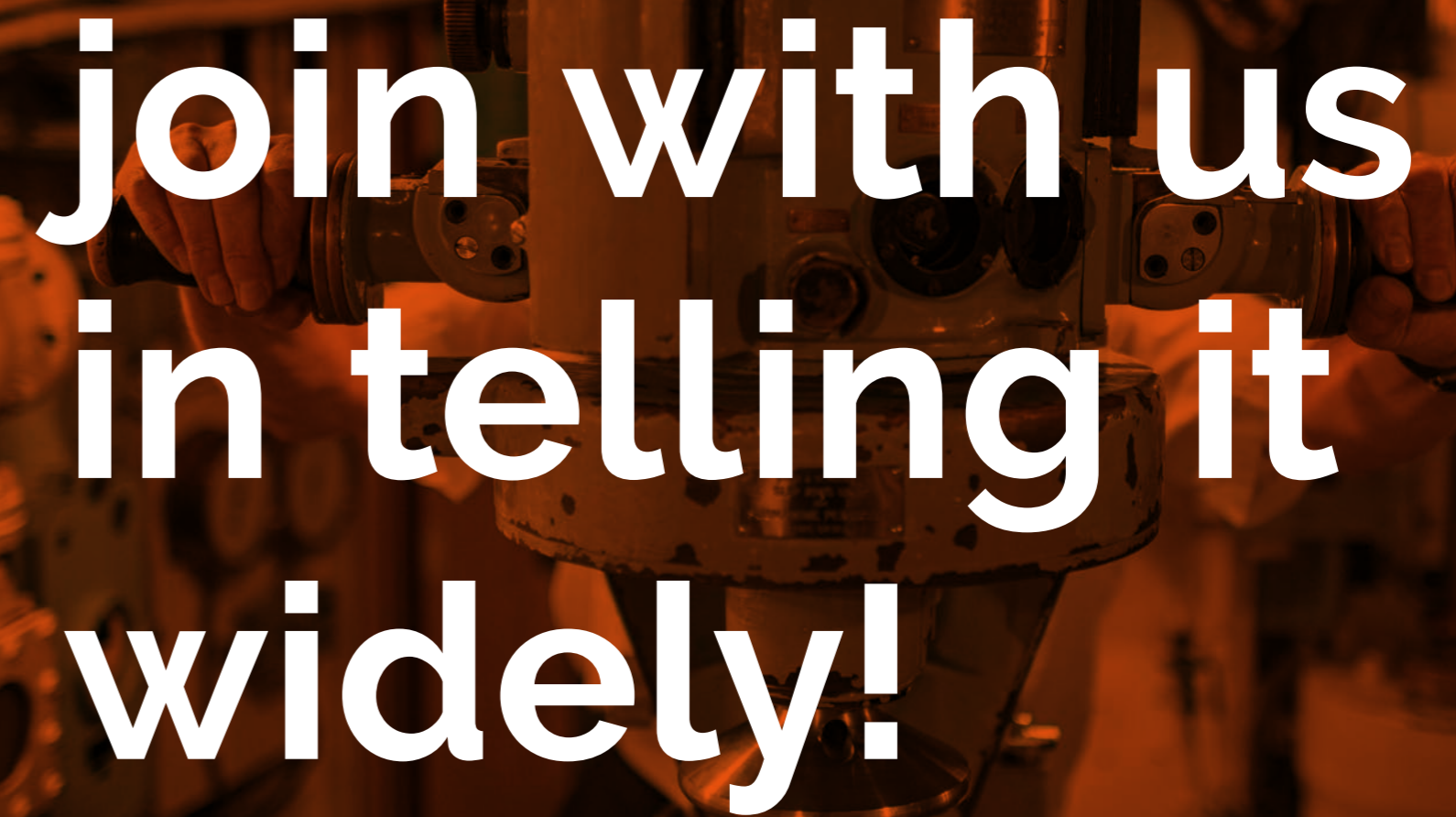


Our change in mindset places Gosport at the heart of a bold and exciting vision for the town and the Solent, as a key player in driving forward the regional and national economy representing a great value location within easy access of London.



A photograph of a beach at sunset. The sky is a deep orange, and the ocean is visible in the background. In the foreground, several small sailboats are on the sand. The text "This is 'Gosport's Story' –" is overlaid in white.

**This is
“Gosport’s
Story” –**

A photograph showing a person's hands holding a camera. In the background, a microscope is visible. The text "join with us in telling it widely!" is overlaid in white.

**join with us
in telling it
widely!**



www.discovergosport.co.uk