

## Tesco Appeal Dismissed

Most members will have seen in the local press that, on 5 July, the Planning Inspector announced his dismissal of Tesco's appeal against the EHDC's decision to refuse permission for the firm's application concerning major supermarket development at Mill Lane. As far as we know, the Alton Society was the only local body to maintain an 'observing' presence virtually throughout the four days of appeal proceedings early in May. James Willis, as our Chairman, also made an oral presentation to the Inquiry.

The Inspector identified three principal issues: the question of possible harm to the vitality and viability of the town centre; the question of sufficient transport provision to limit unduly heavy reliance on private-car use; and the question of highway safety and traffic flow. In the event, most of the proceedings focused on the first two of these topics – and above all on the future health of the town centre, which was also the most pressing of the concerns that had also led your committee to urge on behalf of the Society a dismissal of Tesco's case.

The Inspector's decision on this particular application is not subject to any further appeal within the planning system as such. However, provision remains for the right of challenge to the High Court. Members should also note this part of the report on the case provided by the *Alton Herald* of 9 July: "For Tesco the result of the appeal is seen as an encouragement to press on. Despite the inspector's concerns over adverse impact on the town centre it seems that enough money ploughed into a bus service could swing the balance [*this presumably means 'if a new application were to include this adjustment' – our italics*]."

Even as Tesco is doubtless reviewing its position, the focus of Altonians now needs to include possible alternative developments proposed by Waitrose and, still more recently, by Morrison. Each of these is linked to potential regeneration in the area of the Station Approach – an opportunity which, in the view of your committee, deserves urgent but careful consideration. For more on all of this, please refer to Edward Hepper's general report on 'Planning Matters' (see page 6 of this issue).

In the meantime, we are reprinting for members' convenience the full text of the concluding section of the Inspector's Appeal Decision.

39. Having listened carefully to evidence from both professional witnesses and members of the public, as well as written representations, I am aware that residents in Alton are divided as to whether a new Tesco store on the appeal site would be a good form of development for the town.
40. In terms of planning policy, both the South East Plan and the Local Plan seek to promote town centres such as Alton as independent comparison and convenience centres where local people should be able to expect to find a range of goods, adequate consumer choice and proper competition between stores for the benefit of local residents. But these Plans also seek to strengthen the vitality and viability of such town centres.
41. For the reasons I have given, I have found that it is likely that J Sainsbury is overtrading and that an additional large store in Alton is necessary to provide proper and balanced consumer choice and range of goods. This conclusion was supported by a number of third party oral and written representations. Given the limited size of stores and range of goods offered in the existing smaller food stores, as well as the proposed Aldi and Waitrose, I am not convinced the demand identified would be properly satisfied by a combination of those smaller stores.
42. Whilst I consider the Tesco proposal would provide the necessary consumer choice, the location of the appeal site is such that it would not allow linked trips to the town centre in the way in which the J Sainsbury store allows easy pedestrian access. Neither am I convinced that a significant number of customers visiting the new Tesco store would make a separate car trip into the town centre. Because of these circumstances, I am concerned at the possible loss of such linked trips and the consequent effect upon the vitality and viability of the town centre. It is possible that residents from the Holybourne area and developments near to the appeal site would find it acceptable to walk to the new store, but that does not
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mean they would then use their cars to visit the town centre.

43. There is also the possibility of a claw back of trade from persons that travel a distance to other towns in order to carry out both convenience and comparison shopping. But there is also the possibility that due to the location of the appeal site to the A31, the new store would attract customers from much further away than the immediate rural areas; that would then be likely to result in an increase in the length and number of car journeys. But in my opinion, none of these scenarios are likely to significantly help to maintain the vitality and viability of the town centre or assist in replacing the loss of linked trips. In my estimation, Alton town centre has a reasonable level of trade and the shopping environment is generally attractive, but there is still a need to ensure that situation is not eroded.
44. In terms of the sequential test, I was not able to identify any other available or suitable site able to accommodate a development large enough to compete properly with J Sainsbury. As far as the first issue is concerned, although I found there was an identified demand, lack of alternative sites and the town centre was in reasonable health, I have significant concerns over the potential loss of linked trips and the effect that would have upon the vitality and viability of the town centre.
45. As far as the second issue is concerned, I agree with the suggestion that there should be a balanced approach when assessing the overall effects of the proposed scheme. But I have already expressed my concerns at the potential loss of linked trips to the town centre and the need to balance that with a proper attempt at an alternative mode of transport to that of the private car. I found it unlikely that many customers would walk or cycle to the new store due to the distance from the majority of local residents' homes. The exception would be those people living in parts of

Holybourne and areas near to the appeal site; even those persons may be unlikely to be disposed to walk home and then use their car to drive into the town centre. It was accepted by both parties that the appeal site is poorly served by bus services. I concur with that assessment. I am also of the opinion that the financial and other suggestions made by the appellant to improve those services would be inadequate to establish a sufficiently comprehensive, convenient and reliable link to the new Tesco store via the town centre. In my opinion, a proper and adequate link would be essential to maintain the vitality and viability of the town centre and help to replace the loss of linked trips.

46. In terms of the use of the local highways by vehicles generated by the use of the new store, I am satisfied that the financial offers, Travel Plan and various improvements to the highway network to be carried out by the appellant would ensure that there would be no significant detriment to highway safety or the free flow of traffic.
47. Bearing all of these matters in mind, I am of the opinion that there is a need for a better and more detailed scheme for improving the bus services to provide a convenient, attractive and reliable link between significant parts of the residential areas and the appeal site via the town centre. Accordingly, I am of the view that the current scheme would cause significant harm to the vitality and viability of the town centre in that there would be an inadequate alternative mode of transport linking residential areas, the town centre and the appeal site. In such circumstances, I do not consider the proposed development complies with either national or local planning policies. I have taken into account all other matters raised at the Inquiry and in written representations, but none was sufficient to outweigh the conclusions I have reached.

D G Hollis  
*Inspector*

## Enjoying Flood Meadows

*by Mike Heelis*

For anyone who has not been down to Flood Meadows this summer I have to recommend a stroll around the area and in particular the disused water cress beds and river which are simply superb. Just look at the photographs which accompany this article as confirmation of this and confirmation as to what a jewel this area is in the Alton crown.

The Alton Society has been working hard over the last 20+ years to ensure that the disused water cress beds are open and accessible to all and in particular youngsters who love being there. In addition to this the Trees for Life donated in memory of others that have been planted in two areas of the Meadows by the Society over the same period are looking really good and growing to maturity.

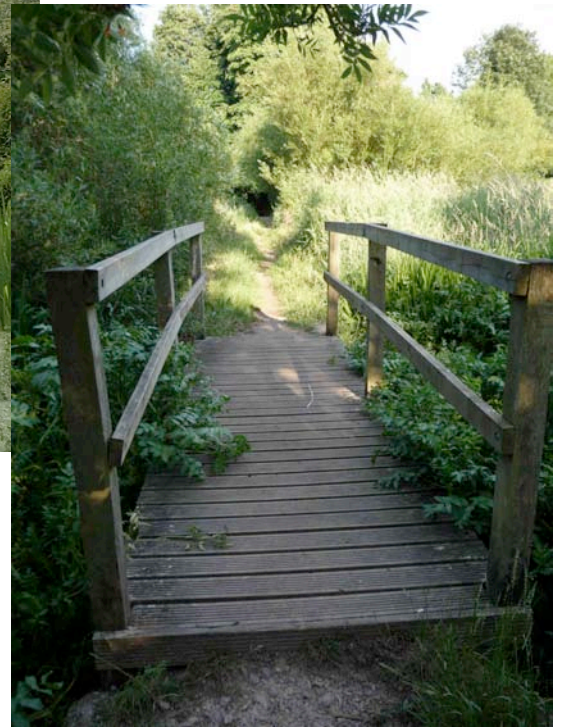
We also have to thank the Town Council for taking over responsibility for the area during recent years from East Hants District Council. Both the Society and Town Council work in partnership to ensure that this superb facility is maintained with its unique areas of uncut meadow, close cut grass for recreation, wooded and the water cress/river as well –



and all just a stone's throw from the centre of town.

So if you have not been down recently may I commend to you take a walk around all of the areas mentioned above. Enjoy, and let's value and be proud of Flood Meadows!

*Photographs by Mike Heelis and James Willis*



## Chairman's Corner

by James Willis



A mystery is solved. Anyone passing along Chawton Park Road during the last couple of months will have been struck by the fact that the pretty yellow paint on the hoardings concealing a new building site did not

reach the top. Above an irregular cut-off line an ugly band of boarding had been left as naked as the manufacturer intended.

My own explanation for this curious phenomenon was along the lines of the answer to why the man in the old lateral thinking puzzle always took the lift to two floors below his office and then walked up the last two flights of stairs – he was too short to reach the top two buttons. Boom boom. The rest of the explanation seemed obvious to me – health and safety had vetoed the use of steps, as health and safety tends to do, and decorators' professional pride had ruled out the use of a long handle for the paintbrush.

But I was wrong, the mystery is now solved – after that long interval during which perhaps tens of thousands of people have passed by and been amazed by the sloppiness of the job, nice white trim boards have at last been fixed along the top, covering the nakedness, and bearing the contractor's proud insignia, producing an effect which is (except at the end which the boards have not quite reached) altogether pleasing.

I mention this to make the point that we do care, very much, about the appearance of our town. That is one of the most obvious things the Alton Society is about. A prominent building suddenly being painted a garish hue worries us a great deal, and one being beautifully restored, as has just happened at Number 10 The High Street, is an enormous satisfaction, reflecting great credit on its owners.

We are particularly alert to the way the town strikes visitors as they arrive. Which is why that hoarding on Chawton Park road was important. And it is also why the new roofing project for St Mary's Catholic Church is important, that being not only one of the best modern buildings in the town, but also the first significant building that visitors encounter as they approach the town from the railway station. As the prospect grows of a project to refurbish that entire area and as we try to attract pedestrians to make the short journey into the High Street, this is not a trivial matter. The current proposal to solve the urgent problems with the leaking roof of this church, plans for which are on the EHDC website (and conveniently linked directly from the planning page of [www.altonsociety.org.uk](http://www.altonsociety.org.uk)) are causing us considerable alarm. We have every sympathy with those who are trying to tackle this difficult problem, but we very much hope that a second attempt will produce a more sympathetic solution. An eyesore in that position would have a crucial effect on the way visitors to the town think of us all.

## The South East Plan

The new coalition Government has said that it will abolish centralised planning (national infrastructure planning committee and regional planning authorities) and return planning to local councils, i.e. Districts and presumably Counties. This has some attractions but will result in a frustrating lack of coordination and prioritisation for larger 'national' schemes, unless this is to be done by diktat from Whitehall Ministries. Meanwhile, EHDC seems to be combining services and senior staff with Havant Borough Council, which has a similar population of a little over 110,000 and adjoins EHDC's southern boundary.

## Improving the Appearance of Alton

*by Norman Isham OBE.*

There is a noticeable improvement of the overall appearance of Alton High Street, largely due to the repair work undertaken by Hampshire County Council and the Town Council to the roadways and pavements but, also, to individual commercial premises owners for the up-grading of their facades - all very welcome.

Our efforts are continuing to encourage improvements to some properties that remain in poor condition, to ensure that upper level windows are kept free from visible storage items and to urge completion of any outstanding works.

However, an absolutely splendid re-decoration job has been done on the front facade of no.10, High Street, the ex Austen Bank – congratulations to all responsible for this.

We continue to liaise with the Deputy Town Clerk in order that we achieve a coordinated approach to these objectives and we are pleased to be able to report very considerable helpful advice and actions as a result of this ongoing consultation exercise.

We recognise that in these difficult economic conditions funding is a real problem but, on the other hand, there is now the opportunity to obtain good value-for-money contracts for reparation works.

We are hopeful that by the time of our next Report substantial further progress will have been achieved.



A floral display in  
Jenner Way

*Photograph by James Willis*

## The Local List

The central area survey has now been completed and sent off to EHDC (including Jane Hurst's comments). With warmer weather, the Holybourne walking surveys have been done. They will now go to Nick Carey Thomas and Jane Hurst for their architectural and historical comments respectively. This will mark the completion of the survey work on the Local List. From now on, the work required will be editing into a readily usable format.

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## Planning Matters

by Edward Hepper

Few important planning applications have come in over the last few months.

The most important of these concerns the **supermarket struggle** between *Tesco in Mill Lane (22467)*, *Vale Retail on the Coors sports ground (30667)* and the latter's impact on *Anstey Park (33615, 52457)*, and two applications from *Waitrose* and *Morrison* (Morrison's proposal is still under preparation) for the Kerridge site in Station Road. Coors' application for a supermarket on its sports ground has been rejected by Alton Town and East Hants District Councils. We now know that the Inspector has dismissed Tesco's appeal concerning the original big-store application at Mill Lane. But a revised bid with significantly improved public transport undertakings might still come back. Similarly, we may not have heard the last of Tesco's case for a smaller store at Mill Lane – so far supported by ATC and rejected by EHDC. In either case this firm would be battling with the *Waitrose (20518)* and *Morrison* proposals at Station Road. As matters stand at present, our opinion supports what we know of Morrison's potential scheme, which was briefly outlined in a very recent preliminary letter to EHDC. This would offer Alton's needed low cost alternative supermarket as well as a significant start to the Alton Town Partnership's plans for the station area redevelopment. It is also close to the town centre – but at the other end from Sainsbury's – and ideally situated to be the catalyst for the improvement of that end of Normandy Street.

The proposals for **Anstey Park**, left over from the Coors plans, still include the upgrade of the existing football pitch on Anstey Lane (52457), which now has ATC and EHDC approval. The related junior football hub in the middle of Anstey Park (33615) failed to get planning approval from EHDC but, in a modified form, probably will on a new site within the park. Entirely independent of the football pitch proposals, ATC has applied for planning permission for the much to be welcomed improvement of the *Finnimore Pavilion in Anstey Park (33615)*.

Other applications of interest include:

- **Albert Road, former Ambulance Depot (21079)**. This application has now been accepted. It is fairly high density but has been improved since the original scheme was produced.
  - **43 Anstey Lane (36282)**. This proposal is for 14 new houses to be built on the site of the old dairy depot and No 43 in a u-shape tightly encircling the Tesco store. Although it would be good to clean up the deserted site, this is a case of over-development with insufficient space for Tesco's customers and delivery vehicles and with the main vehicular entrance almost opposite the busy Jenner Road junction and the entry / exit drives of the Convent. The proposal was withdrawn in January but has now been re-submitted, with no obvious improvement. We still believe that it should be rejected.
  - **Alton House Hotel, Normandy Street (22766)**. The proposal was for two substantial blocks of flats in the gardens behind, more or less matching those of York Mews. They would be closer to the Hotel, a listed building, and its specimen trees, and would increase traffic in the already busy and narrow York Mews. The Society and many local residents objected strongly and EHDC refused permission for this scheme. The Appeal was heard by the Planning Inspector in Alton on Wednesday 21<sup>st</sup> April and he has permitted it.
  - **35 Curtis Road (50218)**. The scheme was for a major extension of the house. We objected because it would be over-development of the site and out of character with the distinctive Ashdell Park area (Town Design Statement page 25). EHDC's planning committee made a site visit in April and permission has been REFUSED.
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- **Kings Road (52428).** This scheme is for seven new detached houses in the back gardens of Nos 10-22 Kings Road. We did not object because there is ample precedent in the area. ATC did however object. We await EHDC's decision.
- **Prospect Place, Mill Lane (20284).** This was an application for the renewal of extant permission for a new office for Format Milton together with some residential accommodation for their young architects. It is a clean contemporary design which we supported two or three years ago and did so again. It will do much to uplift the western end of Mill Lane and it was approved by EHDC.
- **St Mary's RC Church, Normandy Street (29905).** As noted in the Alton Town Design Statement (page 16), this is one of Alton's modern buildings of quality. Its roof is distinctive in its succession of stepped rising levels and, yet, is unobtrusive to the eye. While the roof doubtless needs replacing because it leaks and in order to improve thermal efficiency, the unrelieved bulk of the proposed single slope of dark tiles – about 25% taller than the existing roof – will give an overbearing appearance contrasting severely with the light brickwork and pale concrete frame below and it will severely damage the appearance of one of Alton's more distinguished buildings; the proposed scattering of Velux roof-lights does nothing for the consistency of the design. We have therefore objected to the present scheme and hope that a better and less architecturally damaging solution will be found.

## Landscape Planting

The new trees planted this Spring are flourishing. Regular watering continues, especially during this hot weather.

## Improving accessibility at the railway station

At Alton Station, Network Rail has completed its works to improve accessibility for our disabled and wheel chair passengers. The new track-level crossing to Platform 2 is finished; although it has been necessary to make it a long way round the front of the train, it can be used – with supervision – even when a twelve-car train is at the platform. Work has now also been completed on the disabled toilets, which must be amongst the best in Hampshire. And the booking office ticket window has been modified to make it easily accessible to wheelchair users and is apparently the first of this two-level model to be introduced. So Alton is again leading the way in catering for disabled people and we are very grateful to Network Rail for listening to our requests and for doing their best to solve our problems in such an effective way.



## Alton Community Association and the new Community Centre

Progress on the new Community Centre project seems to be stalled, as far as public knowledge is concerned. However, we have made contact with the senior EHDC official appointed to lead the project and we look forward to meeting him this month.

## Local Development Framework Core Strategy – Issues and Options

We had hoped that, by now, EHDC would have released its final draft Core Strategy; however we are still awaiting the opportunity to comment on it and to proceed to the next stage.

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## Vision and strategy for Alton

by Mike Heelis

Against the backdrop of the Tesco decision to build or not build in Mill Lane, rival initiatives by other big supermarkets, South Downs National Park and many other significant issues, I ask myself; “does Alton really have a coherent strategy for the future”? Such a strategy should consider factors impacting the town, surrounding villages and indeed County on a ‘what if’ basis, but with a central core intent of what we all want for the future of the town and area.

We all know that ‘no change’ is not an option but, if change is to occur, it must be planned and managed with as much consensus from the people as possible. What I came up with from a town perspective is the “Alton 2020 plan to shape our future” which was successfully launched in 2005 and initiated in partnership with the Town Council and a group of dedicated volunteers initially as part of the (then) Countryside Agency Market Towns initiative. A significant amount of public consultation took place in the definition and launch of this plan and since 2005 the Alton Town Partnership has successfully delivered many elements of it. This has continued to be supported in the main by the Town and District Councils. However, the Alton Town Partnership has struggled for support from some organisations in the town and a few councillors and so never fully succeeded in the delivery of its charter. This is to act as an independent body to oversee delivery of the 2020 Plan by developing a cohesive partnership involving and informing the town and surrounding communities. Don’t get me wrong, the ATP has achieved a lot, for example the Town Design Statement, pre-planning of the station approach improvements, etc., but there is much, much more to do. In addition to the ATP work, there was a one off – by invite only – consultation meeting held in November last year led by East Hants District Council and supported by the Town and County Councils. The outcome from this

meeting appeared to match very closely the outcomes reached in 2005 for the Alton 2020 work. No further word or intent has been heard since and, due to the time that has subsequently elapsed, the initiative can only be considered, from a public perspective, as stalled. So the answer to my question appears to be “no, we do not have a current up to date coherent strategy and plan for our town”. This saddens me after so much effort by all in both elected and voluntary capacities.

If we tackled our elected representatives on this issue, we would be told that the Core Strategy work driven by Government and forming part of the Local Development Framework that replaces the Local Plan is the vehicle by which a plan and strategy for our town is being developed. Consultation on this has been wide ranging, but primarily focussed on housing deficit and super-strategic issues. Therefore the granular detail and focus required by us as Altonians is, I believe, lost in this high-level work.

Turning out some paperwork I came across the leaflet we released post-launch of the Alton 2020 plan to advertise the overarching intent of the work and on one page it reads:

*Alton is a good place to live; safe friendly and full of market town character. We have good and improving educational, healthcare and sporting facilities. But there are areas where things need to be improved, in particular – the shopping experience, provision for our young people, the availability of affordable housing and the road systems in and around the town. There’s a lot we can do to put these and other things to rights but we need to organise ourselves and make sure our voice is heard if we are to get our fair share of the right kind of investment. Without such investment and foresight we risk decline.*

The Vision Statement for 2020 reads:

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*By 2020 Alton will be a thriving and economically sustainable market town in which all people, living, visiting or working feel safe, are cared for both in mind and body and are able to pursue activities of their choosing which enrich their lives and help build, having respect for the local environment, a stronger community for everyone.*

The above dialogue is as valid now as it was in 2005 and we are now one third of the way to the Vision implementation date. My feeling is that the clear focus we had has become stalled and to a degree muddled. I can remember that, when I started out as part of the working group in the Alton 2020 work eight years ago, a prominent person in the town said that it would most probably all be a waste of time and that the outcome from the work would sit on a shelf somewhere and just gather dust. This angered me then as it does now and motivated me to continue to

work to meet the Alton 2020 intent. However, unless we really do get some sort of coherence in the town in the definition and focus for a strategy there will be haphazard change within the town driven primarily for commercial reasons rather than the wider good of the town. I will not voice any further in this short article the many issues there are which constitute this lack of coherence, but for anyone who lives in the town they are evident.

On considering what can be done I believe that balanced cooperation between the voluntary organisations and elected bodies must be encouraged and that meaningful public consultation is to be encouraged. If the Alton Town Partnership is unable to galvanise all to achieve this then responsibility must rest with the Town Council to pull the whole issue together and ensure we have a plan and monitor its delivery.

## **Award Nominations Invited For Outstanding Services to the Town**

The Chairman still invites nominations for the Society's 'individual' award, created '*to acknowledge the personal contribution made by an appropriate individual towards work, voluntary or otherwise, that has been of outstanding value to the Alton community*'. In this context, your Committee believes that 'services' should be interpreted in a very broad sense, to recognize a record of achievement related to one or more of the Society's principal aims. These are:

- Stimulating interest in the past, present, and future of Alton and district,
- Working for the preservation and enhancement of local features of particular historical, cultural, environmental, and aesthetic importance,
- Promoting and encouraging the rational and appropriate development of the Alton area and its amenities,
- Acting as a focus for obtaining and giving relevant information and advice and to provide a forum for public discussion,
- Representing and advancing the views of the Society on the said matters to the authorities concerned as well as to the wider community.

Previous recipients of the Award have been Luath Grant Ferguson (2007), Jane Hurst (2008), and June Chatfield (2009).

**Members of the Society are now invited to submit nominations for the 2010 Award, which should be sent as soon as possible, but at latest by 31 August,** to James Willis via email (JARWillis@Gmail.com) or by post to 28 Borover Lane, Alton GU34 1PB. Proposals should to be accompanied by a brief explanatory note of up to 150 words in each case. All suggestions and discussions will remain confidential to the awarding Panel headed by the Society's Chairman.



## South Downs National Park

The South Downs National Park formally came into existence as a shadow authority on 5 April. It will take over its full responsibilities, including planning, in April 2011. Meanwhile, it has some office space in EHDC's Penns Place and may well delegate much of the planning control side within the Park to EHDC under guidelines to be agreed. Alton is just outside the Park.

*Photograph by Les Chatfield (Wikimedia Commons)*

## The Greening Alton & Holybourne Campaign

is being very active on the 'Local Food' front. Many local residents have been inspired by seeing the wealth of tasty veg and herbs sprouting up from bare earth in the numerous plots and planters around the town. The next newsletter will carry a full article on the plans and progress of this exciting project.

Meanwhile the Home Energy project has been busy behind the scenes, while we enjoy the gorgeous weather and put home insulation to the back of our minds for a few months. The big event to note in your diary is for Saturday October 9th. We are holding a **Household Energy exhibition**, with speakers and demonstrations in the Alton Assembly Room from 10.00 to 4.00pm. It will include all you ever wanted to know about:

- saving energy and costs in the home
- home insulation: cavity and solid walls, lofts and plugging draughts – plus ensuring good ventilation but no icy blasts.
- generating renewable energy and /or hot water in your home – with sunshine, ground-heat or air-heat pumps or biomass boilers. Don't forget that you can now be paid by the government to generate electricity, as well as saving on your fuel bills.

Speakers so far are:

Paul Ciniglio from Drum Housing – they have been pioneering retro-fitting of old homes over several years, to make them much more energy-efficient and reducing fuel bills in the process. Paul will talk about what we can learn from their work to apply to our own homes.

Jeff Ayling, Domestic Energy Assessor, who has a wealth of experience in coding houses for the Energy Performance Certificate scheme. He will give an outline of all the different ways of generating heat or energy from renewable sources 'on our doorstep' (or roof, garden and woods!)

And today, from the comfort of my shady garden, I hope you've been able to incorporate some of the canny ideas from our continental neighbours on keeping the house cool in this heat? The trick seems to be:

- keep the windows shut and covered with blinds or curtains when the sun is shining in
- open the windows and blinds when they are in shade
- open doors upstairs or downstairs to get the cool air circulating, especially as hot air rises

Please share any good websites that describe this in more detail, without encouraging us to solve it with electric gadgets! And don't forget the value of a **free** Home Energy Survey, available for local residents – call 01420 544422 or visit **[www.greeningalton.org.uk](http://www.greeningalton.org.uk)**. A tailored report is completely confidential and all ideas are of course optional.

*Chris Chappell*



## Celebrating Alton – a great place to live Saturday 13th November

As announced in the Spring Newsletter, the Alton Society is celebrating its 40th Anniversary this year with an all-day event at the Assembly Rooms. We are hoping that all sorts of people and groups in the town will want to participate.

Plans for the community entertainment in the evening are in the capable and experienced hands of Luath Grant Ferguson and already well advanced. Local talent of all kinds has been engaged and this is going to be a most wonderful evening of celebration, with music, singing and readings, all on the theme of the town, its past, and above all its present. Tickets will be on sale nearer the time for a modest sum, (this being unavoidable if we are to ensure an appropriate size of audience).

The exhibition during the day, on the other hand, will be free to all comers both to exhibit and to attend. We are inviting contributions from individuals and from groups. Approaches to groups are being made at the moment, but there are such a rich variety of activities going on in the town that we have inevitably left some out. So, if anyone feels they have been missed, we apologise, but please do not hesitate to go ahead and contact us.

We are going to provide display boards in the main hall of the Assembly Rooms, having been generously lent the ones the Alton Art Society uses for its exhibition each year. Each participating group will be given space on these boards where they can set out their group's history and activity and show how it fits into the local community . . . but, most of all, how and why they wish to CELEBRATE ALTON !

Each group's OWN IDEAS will be best, but here are some of ours you may like to use or adapt.

- Mounted exhibition\* of photographs/ writing/artwork
- 3-dimensional display (mobiles, sculpture, floor construction)
- Audio-visual presentation \*\*
- Any other activities you might like to tell us about. Floor activity (singing, dancing, mime, mini-drama)



(\* ALL flat displayed material will need to be pre-mounted to allow rapid set-up – using nothing but Velcro tabs, please, for final fixing. \*\*Please contact us well in advance if use of mains power is required.)

Exhibitors will not need to man their displays throughout the day, but obviously we would love as many of members as possible to attend the exhibition and meet and talk to other exhibitors and attendees. A rolling presentation will be projected onto a screen throughout the day, and this could include some of the groups' material as well if they submit digital images in time. There will also be a 'Sounds of Alton' audio loop running.

Another big feature will be a display of what we hope will be a wide variety of submissions from members of the public depicting their reasons for loving the town, in the form of words, art, photography, etc. We also hope there will be local musicians joining in informally during the day. I hope everyone agrees that this has the makings of a very special occasion.

We have arranged access to the hall on the evening before – Friday 12th November – so that the exhibition can be ready for the official opening by the mayor at 9.30am the next morning. Another important point is that the displays will have to be cleared away immediately after the 4.30pm close so that the hall can be set up for the Community Entertainment in the evening.

Exhibitors will be arranged in related groups, so it is essential that we know well in advance who is going to take part so that we can prepare a plan of the layout to avoid chaos in the limited time available for setting up.

Application forms for everyone wishing to attend are available for download from the front page of [www.altonsociety.org.uk](http://www.altonsociety.org.uk).

**Join the Alton Society now** – have a say and a role in the future of our town.

The membership subscription is only £10 per individual (but a second person at the same address can be added free) payable annually on 1st October. You can join by completing a short application form which you can download from our website [www.altonociety.org.uk](http://www.altonociety.org.uk) or ask for our leaflet with standing order form – please agree to the subscription being treated as Gift Aid if you can.

Contact our Treasurer: Jan Nicholas, 10 Barton End, Alton, GU34 1LD.  
Phone: 01420 88411 e-mail: [jnich1515@aol.com](mailto:jnich1515@aol.com)

For existing members who already pay by standing order, please note that if you have not done so already, you need to instruct your bank to increase the amount payable to £10. Thank you

## Contacting Committee Members

**Chairman** James Willis 01420 83416

**Treasurer** Jan Nicholas 01420 88411

**Newsletter** Jerry Cullum 01420 543881

### BUILT ENVIRONMENT GROUP

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Edward Hepper 01420 544176

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James Willis *(as above)*

### ALTON TOWN PARTNERSHIP LIAISON

Mike Heelis MBE 01420 82780

### NATURAL ENVIRONMENT

Mike Heelis *(as above)*

### OTHER COMMITTEE MEMBERS

Chris Chappell 01420 544422

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## Working for the future of Alton

[Info@AltonSociety.org.uk](mailto:Info@AltonSociety.org.uk)



Announcing  
**The Alton Society's 40<sup>th</sup> Anniversary  
Day of Celebration**

Alton Assembly Rooms  
**Saturday November 13<sup>th</sup>**

- Displays by organisations of all kinds.
- *What I love about living in Alton - your words, your pictures, your photos, etc.*
- Community Entertainment in the evening.

Details on [www.AltonSociety.org.uk](http://www.AltonSociety.org.uk)

**Our town,  
a great place to live**

Check our website regularly for photos, details of meetings, local news, planning information and more:

[www.altonociety.org.uk](http://www.altonociety.org.uk)