

# FUTURE IN BALANCE

**Testlands Strategy**  
2025 - 2035





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# For everyone who calls Southampton home

*Luke and Joe, May 2025*

We both grew up in Southampton. This city shaped us.

Not just through its opportunities, but through the setbacks we witnessed in our own communities. We've seen first-hand how limited access to support, safe spaces, and meaningful opportunities can affect lives. That's what inspired us to do things differently.

When we started Testlands, we didn't want to just fill service gaps — our mind was set on rethinking the system entirely. The success of our Green Lane Wellbeing Hub and other community programmes have shown what's possible when communities are trusted, included, and supported to lead their own change.

This strategy builds on everything we've learned so far.

It brings focus to how we expand access to wellbeing, invest in the spaces that matter, and work with others to grow our approach to positive impact all of Southampton.

We're proud of what's been achieved, but we also believe this is only the beginning of our journey. The need in Southampton is real. So is the energy and potential in its people.

This is our commitment to a future in balance. For the city of Southampton, and for everyone who calls it home.

*Luke Newman*

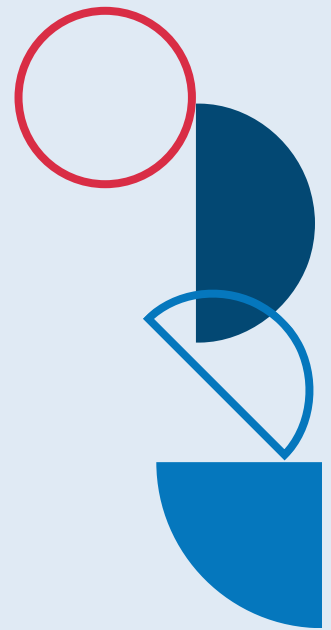
*J. Crook*



**Luke Newman**  
CO-FOUNDER



**Joe Crook**  
CO-FOUNDER



A photograph of two young girls smiling. The girl in the foreground has dark hair and is wearing a dark top. The girl behind her has blonde hair and is wearing a white shirt with a pink soccer jersey over it. The background is a blurred outdoor setting with trees. The image is framed by a blue circular graphic.

OUR VISION

**To build a city  
where wellbeing  
opportunities are  
accessible for all.**

## OUR MISSION

To create and enhance spaces, services, and opportunities that remove barriers to wellbeing. Empowering communities in Southampton to thrive.

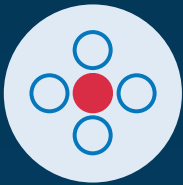


## OUR VALUES



### Lead with Purpose

We take initiative, plan for the future, and shape change rather than just reacting to it.



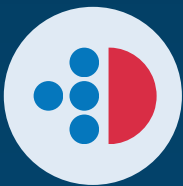
### Prioritise What Matters

We focus our time and resources on actions that create the greatest impact.



### Empower Communities

We equip people with the tools and spaces to take ownership of their own wellbeing.



### Listen, Then Act

We seek to understand before making decisions, ensuring our services reflect real community needs.



### Work in Partnership

We collaborate with organisations, groups, and individuals to strengthen impact and reach.



### Innovate and Adapt

We embrace new ideas, challenge assumptions, and evolve to meet changing needs.

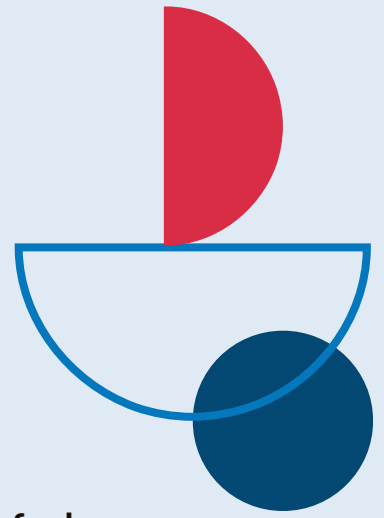


### Invest in Growth

We continuously learn, improve, and develop our people, services, and spaces to create lasting change.



# FUTURE IN BALANCE



**We believe everyone deserves the chance to live a life that feels balanced. Not without challenge. Full of possibility.**

A life where physical and mental health are supported.  
Where there's space to breathe, to create, to move, and to feel safe.  
Where opportunity doesn't depend on your postcode, background or income.

Right now, too many people in Southampton are feeling let down.

Support exists – but it's scattered.  
Spaces exist – but they are not always accessible.  
Ideas exist – but they often arrive from the outside, without roots.

We believe, in this city of opportunity, we can work together to bring balance to Southampton.

It means working with communities, not for them.  
It means seeing people not as problems, but as partners in change.  
It means recognising that wellbeing is everything, connected.

At Testlands, we're building places shaped by the people who use them.  
Services built on trust, inclusion, and imagination. Partnerships that last.

This is what we stand for.

A city where wellbeing is not a privilege, but a foundation.  
Where local energy and insight lead the way.  
Where change is not imposed – it grows .

**This is our FUTURE IN BALANCE.  
IT STARTS NOW.**



THE PROBLEM

# Wellbeing in Southampton is not balanced.

Too many people face barriers  
to living healthy, connected,  
and fulfilling lives.

It's time to change that.



## THE PROBLEM

# Community spaces and services play an **important** role in...

### Building social connections

Facilities like community centres and parks create opportunities for social interaction, reducing isolation and strengthening bonds.

### Encouraging healthy behaviours

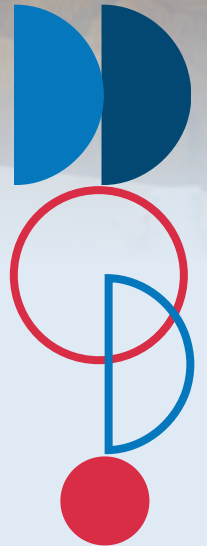
Accessible recreational areas and programmes enable residents to stay active, improving physical health and reducing preventable conditions.

### Providing essential support

Dedicated spaces offer mental health support, financial literacy programmes, and other resources that empower individuals to improve their wellbeing.

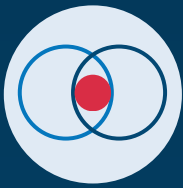
### Except in Southampton...

Wellbeing services are often fragmented, with funding models creating isolated support that fails to address interconnected challenges. Top-down approaches can overlook local needs, while a lack of infrastructure limits access to essential spaces for community wellbeing.



## THE PROBLEM

# Addressing Southampton's wellbeing challenges requires a holistic approach that:



### Recognises Interconnected Issues

Mental health, physical health, financial stability, environmental conditions, and cultural engagement are all connected. Tackling them in isolation limits long-term impact.



### Empowers Communities

When residents are involved in shaping services, solutions become more relevant, trusted, and reflective of real needs. True change comes from within communities.



### Invests in Infrastructure

Without accessible, welcoming spaces, support cannot be delivered effectively. Quality infrastructure provides the foundation for sustainable community wellbeing.

To build a more **balanced** Southampton, we must invest in the people, places and partnerships that make long-term wellbeing possible.





OUR SOLUTION

**A better future starts  
with rethinking how  
we support wellbeing.**

The solution isn't to do more  
of the same — it's to build  
something smarter, together.

## OUR SOLUTION

# Intelligent Regeneration is Testlands' approach to **community-led** change.

Rather than parachuting in top-down solutions, Testlands works with communities to unlock the potential of existing people, places and ideas.

This means identifying underused assets, understanding real needs, and developing joined-up services that can grow with the community over time.

At the heart of **Intelligent Regeneration** is long-term thinking. We invest in what works, stay responsive to local voices, and build the foundations that enable communities to thrive – not just survive.



## OUR SOLUTION

# Wellbeing isn't one thing – it's many things, all interconnected.

Our work is built around **five pillars**, each one addressing a core area of need in Southampton.



### Physical Wellbeing

Supporting every body through access to sport, activity, nutrition and movement.



### Mental Wellbeing

Creating space for resilience, emotional health and community connection.



### Financial Wellbeing

Delivering programmes that build skills, stability, and long-term opportunity.



### Environmental Wellbeing

Enhancing access to green space, nature connection and climate-conscious learning.



### Cultural Wellbeing

Enabling creativity, identity, and a sense of belonging through arts, expression and shared experience.



OUR SOLUTION

We design our spaces and services to reflect the way these pillars work together – because addressing one area in isolation isn't enough.



OUR SOLUTION

Our Hubs are not one-size-fits-all. Each site and service is developed through local insight, collaboration and investment – delivering what’s actually needed, where it’s needed.





**Testlands has three core objectives to achieve over the next decade.**

## OBJECTIVES

# Our strategic objectives for 2025–2035

### 1. Expand Access to Wellbeing

Grow and develop inclusive services that support health, connection, creativity and long-term community resilience.

### 2. Create Thriving Community Spaces

Build and enhance the spaces such as buildings, parks and sports facilities, that make long-term wellbeing possible

### 3. Collaborate to Expand Our Impact

Work with partners to scale our approach, share our learning and influence change across the city and beyond.

The five pillars of wellbeing underpin all areas of our work.



## OBJECTIVE 1

# Expand Access to Wellbeing

We believe that everyone should have the opportunity to live a healthy, connected and fulfilling life. To make this a reality, we'll grow and develop inclusive services that reach more people across Southampton, reflecting the real needs of diverse communities.

### Our approach will be to:

- Scale up existing programmes that deliver strong outcomes
- Design new services with communities, based on lived experience
- Improve accessibility for groups often excluded from wellbeing support
- Embed inclusion and equity in every aspect of delivery
- Focus on prevention as well as response, to reduce long-term need
- Support local people to take part, lead and shape activities



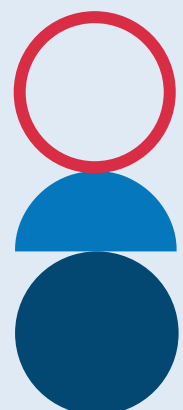
## OBJECTIVE 2

# Create Thriving Community Spaces

Wellbeing needs places to happen. We'll invest in safe, welcoming Hubs that bring people together. Each space will support all five pillars of wellbeing; physical, mental, financial, environmental, and cultural – creating lasting impact for Southampton's communities.

### Our approach will be to:

- Develop new Wellbeing Hubs in areas with limited provision
- Renovate and enhance existing sites where possible, saving resources
- Make all spaces physically accessible and inclusive by design
- Integrate sustainability and green technology into developments
- Co-design buildings and layouts with the people who use them
- Create multi-use spaces that support all five wellbeing pillars



## OBJECTIVE 3

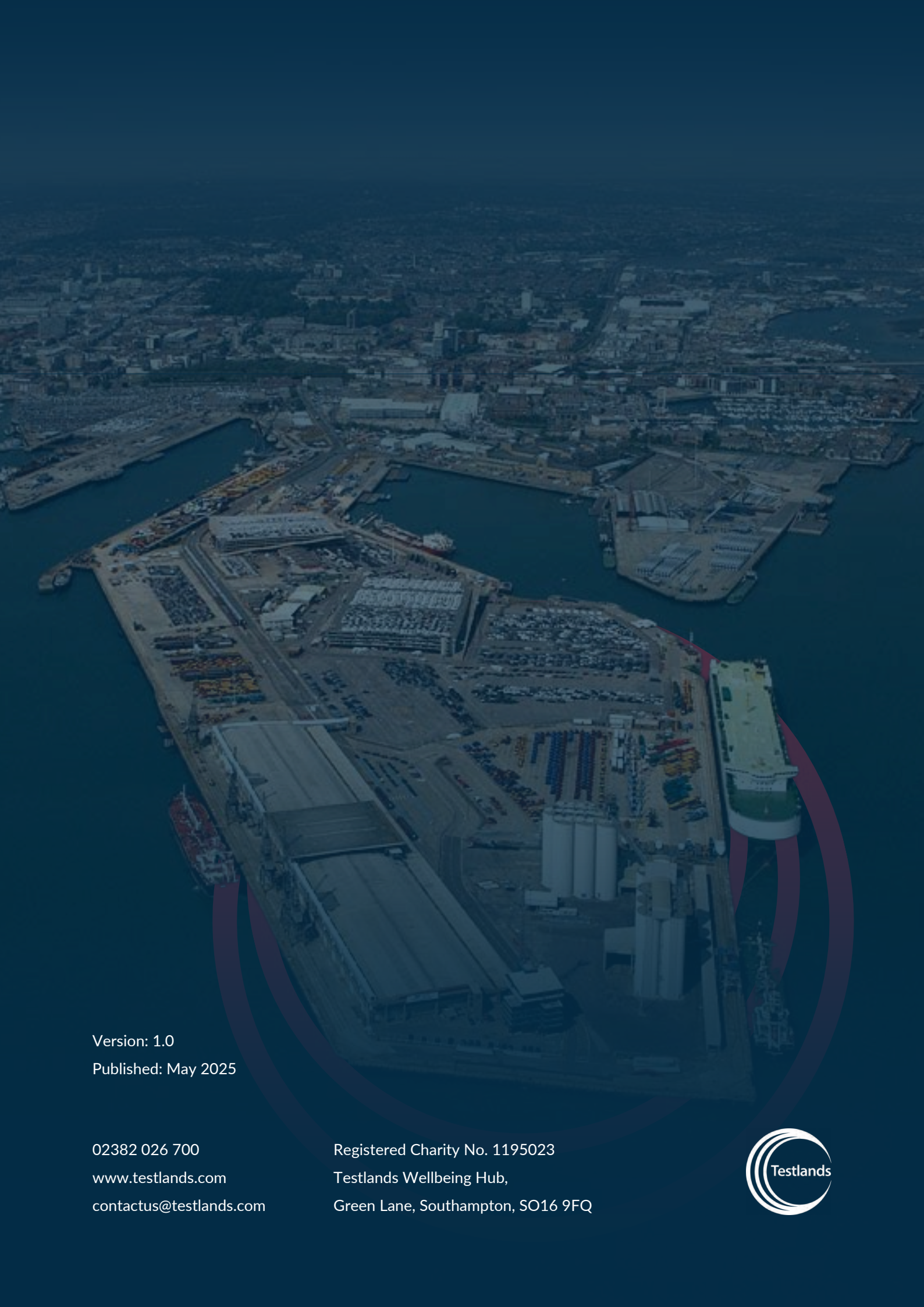
# Collaborate to Expand Our Impact

Testlands doesn't want to grow alone. We want to grow with others. By sharing our frameworks, working in partnership, and influencing wider systems, we can extend our impact far beyond our own delivery. Across Southampton's communities.

### Our approach will be to:

- Support organisations to adopt and adapt our frameworks
- Build partnerships across sectors, including health, education and environment
- Co-deliver programmes with trusted community partners
- Use data and learning to shape best practice and innovation
- Share what works with policy-makers and funders
- Advocate for community-led approaches to wellbeing across Southampton's communities.





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