



Committee Manager: Jane Fulton (Ext: 37611)

30 May 2017

## **LITTLEHAMPTON REGENERATION SUB-COMMITTEE**

A meeting of the Littlehampton Regeneration Sub-Committee will be held in Committee Room 1 (the Pink Room) at the Arun Civic Centre, Maltravers Road, Littlehampton on **Wednesday, 14 June 2017 at 6.00 p.m.** and you are requested to attend.

Members: Councillors Bicknell (Chairman), Dingemans (Vice-Chairman), Mrs Ayres, Blampied, Cates, Gammon, Mrs Porter, Dr Walsh and Warren.

### **A G E N D A**

1. APOLOGIES FOR ABSENCE

2. DECLARATIONS OF INTEREST

Members and Officers are reminded to make any declarations of personal and/or prejudicial/pecuniary interests that they may have in relation to items on this Agenda.

You should declare your interest by stating :

- a) the item you have the interest in
- b) whether it is a personal interest and the nature of the interest
- c) whether it is also a prejudicial/pecuniary interest
- d) if it is a prejudicial/pecuniary interest, whether you will be exercising your right to speak under Question Time

You then need to re-declare your prejudicial/pecuniary interest at the commencement of the item or when the interest becomes apparent.

3. MINUTES

To approve as a correct record the Minutes of the meeting of the Committee held on 9 February 2017 (as attached)

4. ITEMS NOT ON THE AGENDA WHICH THE CHAIRMAN OF THE MEETING IS OF THE OPINION SHOULD BE CONSIDERED AS A MATTER OF URGENCY BY REASON OF SPECIAL CIRCUMSTANCES

5. START TIMES

The Sub-Committee is asked to confirm its start times for meetings during 2017/2018.

6. \*LITTLEHAMPTON SEAFRONT - PUBLIC REALM DESIGN PLAN

This report provides a progress update on the Littlehampton Seafront design scheme, analysis of the public consultation and proposed next steps.

Members are requested to support the conceptual design principles for Littlehampton seafront and proposed Action Plan.

7. \*SUMMARY OF TOURISM SUPPORT CURRENTLY PROVIDED BY ARUN DISTRICT COUNCIL

This report outlines to the Sub-Committee how the Council supports tourism in many ways with several departments working hard to keep the District attractive, safe and clean.

The report also sets out the key activities that are either led by the Council or that we play a significant delivery role in.

8. \*POSITION STATEMENT

A position Statement detailing the current status and progress on various areas of work in Littlehampton is attached. Any further progress achieved on any of these issues will be reported verbally at the meeting.

(Note: \*Indicates report is attached for all Members of the Sub-Committee only and the press (excluding exempt items). Copies of reports can be obtained on request from the Committee Manager or via the web at [www.arun.gov.uk](http://www.arun.gov.uk)).

(Note: Members are also reminded that if they have any detailed questions, would they please inform the Chairman and/or relevant Lead Officer in advance of the meeting).

*Subject to approval at the next meeting*

LITTLEHAMPTON REGENERATION SUB-COMMITTEE

9 February 2017 at 6.00 pm

Present: - Councillors Bicknell (Chairman), Dingemans (Vice-Chairman), Mrs Ayres, Blampied, Cates, Gammon, Mrs Porter, Dr Walsh and Warren.

7. DECLARATIONS OF INTEREST

The Monitoring Officer has advised Members of interim arrangements to follow when making declarations of interest. They have been advised that for the reasons explained below, they should make their declarations on the same basis as the former Code of Conduct using the descriptions of Personal and Prejudicial Interests.

Reasons

- The Council has adopted the government's example for a new local code of conduct, but new policies and procedures relating to the new local code are yet to be considered and adopted.
- Members have not yet been trained on the provisions of the new local code of conduct.
- The definition of Pecuniary Interests is narrower than the definition of Prejudicial Interests, so by declaring a matter as a Prejudicial Interest, that will cover the requirement to declare a Pecuniary Interest in the same matter.

Where a Member declares a "Prejudicial Interest" this will, in the interest of clarity for the public, be recorded in the Minutes as a Prejudicial and Pecuniary Interest.

Councillor Dr Walsh declared a Personal Interest in Agenda Item 5 [Littlehampton Town Centre Public Realm Project Delivery] as a member of Littlehampton Town Council and West Sussex County Council.

Councillors Mrs Ayres, Gammon and Warren also declared their Personal Interests in Agenda Item 5 [Littlehampton Town Centre Public Realm Project Delivery] as members of Littlehampton Town Council.

8. MINUTES

The Minutes of the meeting held on 6 July 2016 were approved as a correct record by the Sub-Committee and signed by the Chairman.

*Subject to approval at the next meeting*

9. LITTLEHAMPTON TOWN CENTRE – PUBLIC REALM PROJECT DELIVERY

*(Prior to consideration of this matter, Councillors Dr Walsh, Mrs Ayres, Gammon and Warren having declared their Personal Interests at the start of the meeting remained in the meeting and took part in the debate and vote.)*

The Sub-Committee received a report from the Economic Regeneration Officer which provided a progress update on the Littlehampton Town Centre public realm improvement scheme and information on the application for Coastal Communities Funding (CCF) which was required to deliver the scheme.

The following key updates and points were made:

- A developed blueprint design had been produced for Littlehampton Town Centre following extensive consultation through focus groups with key stakeholders and through public consultation.
- Developing this piece of work to such an advanced level had enabled the Council to qualify to apply for external funding to help deliver the scheme.
- In June 2016 the Council submitted a Stage 1 grant application for £4.85m to Round 4 of the (CCF). £90m had been made available through this fund to apply for across the country. In October 2016, it was confirmed that the Council would be invited through to the Stage 2 application process.
- In December the Council completed a second CCF application which required considerable work to produce.
- The application submitted included all associated costings necessary to deliver the scheme such as professional fees, Highway Engineers and Quantity Surveyors, etc. The application also budgeted for the cost of a S278 agreement [a requirement by WSCC] to deliver schemes on county land. This amounted to 9% of the schemes capital costs, equating to £347k for the town centre. It was hoped that WSCC would reduce this amount to support the scheme moving forward.
- The CCF had confirmed that they would announce in Spring 2017 who would be successful on all or some of the Grants.

*Subject to approval at the next meeting*

- Members were made aware that if the Council was successful in receiving the funding it would need to:
  - Commence work within 6 months of the grant being awarded
  - Would need to spend the grant and deliver the scheme by 31 December 2019
  - Be aware that should the Council decline the grant offer, that there would be no other funding to deliver major public realm enhancements to Littlehampton Town Centre
  - Be aware that the delivery and build of the scheme would impact on the operation of Littlehampton Town Centre businesses and traffic within the town during construction phases.
  - Be aware that the final design details would need to be agreed during construction phases, prior to the High Street work commencing.

The Economic Regeneration Officer then drew Members' attention to the two recommendations outlined within the report. These sought approval for the grant to be formally accepted by the Council, should the application to the (CCF) be successful – this would then allow the funds to be drawn-down and spent. Authority was also sought to provide the Director of Place, in consultation with the Section 151 Officer and Chairman of the Sub-Committee to agree the spending of the grant as required throughout the life of the project; that progress reports be made, as required, through the Sub-Committee's Position Statements.

In discussing the recommendations, some concern was expressed over the LDA design proposals in terms of what these actually included. The point was made that Members needed to be fully included and consulted on the delivery of proposals relating to essential features and appropriate street furniture to be selected. Questions were asked about the area by the lighthouse down by the seafront. It was confirmed that this would feature in a future phase of work which would be reported to Members in due course.

A further concern was raised by Councillor Dr Walsh over proposals to pass to the Director of Place, the Section 151 Officer and the Chairman of the Sub-Committee authority to agree CCF spending. It was his view that this did not leave the Sub-Committee involved with any aspect of progressing this project. Members needed to be consulted on the details of the scheme which should be considered as a partnership and not left for one Officer to make the decisions.

*Subject to approval at the next meeting*

In response, the Sub-Committee was advised that the recommendations proposed needed to be approved so that in the event of the Council being successful with its grant, procedures were in place to push forward the scheme without further delay. Once news on the grant application had been received, a professional team would be established to determine which of the four phases of work outlined in the report would be developed first. What the Sub-Committee had to consider was that the Council might not receive the full amount of grant applied for. In this instance it would be for the Council to decide what it would and would not progress. An announcement would be made this Spring on who had been successful with CCF. Should the Council be successful it would be required to commence work on the scheme within six months and would need to adhere to a very tight timetable of work.

Councillor Dr Walsh outlined that despite this explanation he wished to propose that a third [additional] recommendation be added to read “subject to recommendations (1) and (2) being approved, further consultation is undertaken with the stakeholders and the Sub-Committee on the finer details of the scheme”. This additional recommendation was agreed unanimously by the Sub-Committee.

The Sub-Committee then

RECOMMEND TO FULL COUNCIL - That

(1) should the application to the Coastal Communities Fund be successful the Council will accept the grant to draw down the funding;

(2) authority be given to the Director of Place, in consultation with the Section 151 Officer and Chairman of the Littlehampton Regeneration Sub-Committee to agree the spending of the grant as required throughout the life of the project; and progress reports made, as required, through the Sub-Committee’s Position Statement; and

(3) subject to recommendations (1) and (2) being approved, that further consultation is undertaken with the stakeholders and the Sub-Committee on the finer details of the scheme.

11. LITTLEHAMPTON REGENERATION POSITION STATEMENT

The Sub-Committee received and noted the Position Statement and worked through each project listed making the following observations:

*Subject to approval at the next meeting*

- The St Martin's Development – the Head of Economic Regeneration explained that it had not been possible to bring an update report to this meeting of the Sub-Committee due to other work pressures. Until just recently there had been no significant change to report since the Feasibility Study undertaken by Turner Townsend had been completed looking at commercial development of the site. The Sub-Committee was advised that through the Council's Local Plan process, The Littlehampton Economic Growth Area [LEGA] had identified that some residential housing could potentially be allocated on the site in a future development brief, if supported by the Council. This could change the viability of the site making it more attractive. If the Council was successful with the CCF, the High Street could be improved which would add to the attractiveness of the environment in the area assisting to attract commercial interest. Concerns were expressed over the shifting emphasis for this site as it was a vital part of Littlehampton providing much needed car parking and was a magnet draw for retail shoppers. The Sub-Committee had concern over possible housing expressing its view that a mixed retail/leisure facility was what was needed for the Town Centre.

- Public Realm Design Project Littlehampton Seafront to Greens and River [from Littlehampton Town Centre] – a request was made to look at the lighthouse area as it was felt that currently this was a wasted opportunity. As there was no public shelter along this part of the seafront to shelter from variable weather it was agreed that shelters would be included in this piece of work. Comments were made about the adverse images created along the town quay by the mooring of untidy and unsightly old yachts which attracted adverse public attention. The Littlehampton Harbour Board (LHB) was progressing this matter by writing to yacht owners. It was felt that the Council also needed to put similar pressure to this effect onto owners as the landowner. The Economic Regeneration Officer updated on the work undertaken to improve and enhance the pedestrian connectivity from the Town Centre to the Seafront. Members were invited to remain at the end of the meeting to view plans prior to public consultation undertaken covering a three week period from 8 to 29 March 2017.

- High Street Vitality – it was explained to the Sub-Committee that although vacancy rates were still relatively low, it was difficult to attract retailers to the Town. Although Littlehampton was quite a vibrant High Street compared to others, the difficulties in filling shops were often down to the buildings themselves in terms of their size and how they functioned.

- The Arcade – a small budget had now been identified so that some of the improvements requested previously could be undertaken. The Sub-Committee asked if the blocked out window at Kampsons could be addressed to improve the look of the Arcade. The issue of pigeons nesting remained a problem.

*Subject to approval at the next meeting*

- Town Centre Safety – the new policing arrangements [business wardens service] had had some impact with anti-social behaviour problems – this service would be reviewed in the future and the issue of future funding would be known soon.

- Town Traders Partnership – the Littlehampton Town Centre Regeneration Officer continued to meet frequently with traders who set the work programme for the Town Centre Manager. The Business Network Breakfast meetings run by the Council's Business Development Manager in Bognor Regis would hopefully commence soon for the Littlehampton area as these were an effective way of helping business to understand how they could work together. It was hoped that similar work undertaken on the Development Charter for Bognor Regis could be rolled out to Littlehampton.

- Markets – The Artisan Market continued to operate successfully. The Portuguese Market had also been very successful and was expected to return again during the year.

- Littlehampton Promenade Shelter Project – the Sub-Committee was advised that invitations for Expressions of Interest had been advertised to source proposals in terms of what could be achieved for this site. Three organisations had come forward with proposals and had been interviewed. As a lot of the information was commercially sensitive it was not possible to report details to this meeting. The Sub-Committee was reassured that information on the successful applicant would be reported to its next meeting in June 2017.

- Littlehampton Long Bench Slat – Engraving Scheme - harsh weather conditions had resulted in some of the slats needing maintenance and repair. The Economic Regeneration team had been researching opportunities to relaunch the scheme at zero cost to the Council allowing the public to purchase slats again. An update would be made to the next meeting of the Sub-Committee.

- Arun Coastal Conference – the purpose of the Conference held in October 2016 had been to showcase the work in and around Littlehampton. Due to the success of this Conference it was hoped that it could be held by-annually in the future as it was a good way of sharing good news stories with partners.

(The meeting concluded at 7.12 pm)



**AGENDA ITEM NO. 6****ARUN DISTRICT COUNCIL****LITTLEHAMPTON REGENERATION SUB COMMITTEE  
ON 14 JUNE 2017****PART A : REPORT****SUBJECT: Littlehampton Seafront - Public Realm Design Plan****REPORT AUTHOR:** Phil Graham – Economic Regeneration Officer **DATE:** 30 May 2017  
**EXTN:** 37858**EXECUTIVE SUMMARY:**

This report provides a progress update on the Littlehampton Seafront design scheme, analysis of the public consultation and proposed next steps.

Members are requested to support the conceptual design principles for Littlehampton seafront and proposed Action Plan.

**RECOMMENDATION:**

That the Littlehampton Regeneration Sub-Committee recommends to Full Council that:

1. The proposed conceptual design principles for Littlehampton seafront (as set out in Appendix 1) are approved;
2. The proposed conceptual design principles are delivered, as phased projects over the longer term in partnership with Littlehampton Town Council, West Sussex County Council and other key stakeholders subject to the necessary funding becoming available and if required;
3. The proposed Action Plan for enhancing Littlehampton seafront and connecting roads from the town centre is supported;
4. Authorisation is given the Director of Place to apply for external funding sources to support any of the seafront project proposals. This includes sponsorship for elements of the scheme to help finance parts of the project; and
5. A progress report be presented to the Sub-Committee annually or at appropriate intervals.

## 1. BACKGROUND

- 1.1 In May 2016 LDA Design were appointed by the Council to conduct consultation and prepare design concepts for improvements to Littlehampton seafront and key routes from the town centre and riverside). The majority of this work was paid for with a grant of £49,000 from the Coastal Revival Fund.

This piece of work followed on from the interrelated public realm design project for Littlehampton town centre. The overarching strategy for the council is to improve the pedestrian connectivity between the town centre, riverside and seafront.

- 1.2 Two workshop sessions, comprising of 46 key stakeholders, Officers and Member representatives from all 3 Councils took place on Thursday 7<sup>th</sup> July 2016 to gather views and clear understanding of the opportunities and challenges for Littlehampton seafront improvements.
- 1.3 The ideas gathered from the workshops were used by LDA Design to prepare Conceptual Design Plans. These plans formed the proposals for the wider consultation with the general public. Extensive public consultation was undertaken with the local community over a 3 week period and a 3 day public exhibition was held at the Look & Sea Centre proposed. 292 surveys were completed

## 2. FUNDING AND PROJECT DELIVERY

- 2.1 The design proposals for Littlehampton seafront (set out in Appendix 1.) cover a broad range of options to enhance the seafront and improve the connectivity between the riverside and town centre. The proposals include landscaping, parking and pathway improvements, leisure facilities, activities, entertainment and commercial interventions.
- 2.2 A budget has not been identified to fund the enhancements for Littlehampton seafront. It is anticipated that the design concepts would be divided into smaller projects and proposals and delivered over a period of time. The more significant aspects of the scheme, reliant on external funding, would be achieved over the long term. Commercial interventions and partnership arrangements would also be considered.

### 3. KEY FINDINGS

The below tables highlight the key findings from the survey at a glance. A full survey report with respondent comments are available in Appendix 2

91% agreed to keep the greens green and to retain a similar amount of informal and flexible open green space as part of the green's defining character.	
<b>Agree</b>	<b>91%</b>
<b>Disagree</b>	<b>3%</b>

82% felt a strategy was required to maintain similar parking numbers on a more efficient car park footprint and layout	
<b>Agree</b>	<b>82%</b>
<b>Disagree</b>	<b>10%</b>

85% felt distinctive planting should be chosen to reinforce the coastal and maritime context, complementing the recently completed East Bank riverside walkway.	
<b>Agree</b>	<b>85%</b>
<b>Disagree</b>	<b>7%</b>

62% agreed with the underlying proposal of removing the unattractive Banjo Road coach park which commands a prominent location in the centre of the greens.	
<b>Agree</b>	<b>62%</b>
<b>Disagree</b>	<b>23%</b>

63% agreed to lessen the impact of vehicles" through Coach drop off points to replace Banjo Road coaches to park elsewhere	
<b>Agree</b>	<b>63%</b>
<b>Disagree</b>	<b>22%</b>

62% agreed with provision for new concession opportunities on Banjo Road	
<b>Agree</b>	<b>62%</b>
<b>Disagree</b>	<b>22%</b>

84% agreed to lessen the impact of vehicles with planting to soften their visual presence	
<b>Agree</b>	<b>84%</b>
<b>Disagree</b>	<b>8%</b>

83% supported re-establishing and re-connect links between the Oyster Pond and the rest of the greens.)	
<b>Agree</b>	<b>83%</b>
<b>Disagree</b>	<b>7%</b>

78% agreed to see a continuation of the 'Grand Procession' connecting the War Memorial on Beach Road with the greens.

<b>Agree</b>	<b>78%</b>
<b>Disagree</b>	<b>8%</b>

79% agreed that performance space should be maximised for enjoyment and celebrating performance.

<b>Agree</b>	<b>79%</b>
<b>Disagree</b>	<b>8%</b>

90% supported structures that provide safe and comfortable shelter.

<b>Agree</b>	<b>90%</b>
<b>Disagree</b>	<b>3%</b>

68% would like to see reduced road width along Pier Road to a single carriageway, allowing cafe spill out and alfresco dining experiences.

<b>Agree</b>	<b>68%</b>
<b>Disagree</b>	<b>15%</b>

73% wanted new concession buildings allowing views over new social spaces and maintaining views out to sea.

<b>Agree</b>	<b>73%</b>
<b>Disagree</b>	<b>19%</b>

49% agreed that there should be more opportunities for temporary/seasonal concessions on the seafront.

<b>Agree</b>	<b>49%</b>
<b>Disagree</b>	<b>26%</b>

75% felt a Fitness trail extending through the 'Coastal Gardens was a good idea.

<b>Agree</b>	<b>75%</b>
<b>Disagree</b>	<b>11%</b>

58% would like to see more than 5 events held on the seafront greens annually.

<b>Agree</b>	<b>58%</b>
<b>Disagree</b>	<b>35%</b>

89% supported accessible shallow gradient footpaths allowing a comfortable transition between the promenade and greens

<b>Agree</b>	<b>89%</b>
<b>Disagree</b>	<b>5%</b>

89% agreed with having a valuable place focussed on leisure for both the community and visitors.	
<b>Agree</b>	<b>89%</b>
<b>Disagree</b>	<b>4%</b>

68% agreed with the concept of having an active hub with activities such as basketball, volleyball and 5-a-side football.	
<b>Agree</b>	<b>68%</b>
<b>Disagree</b>	<b>15%</b>

68% supported an extension of the Children's play offer (Lion's Dene)	
<b>Agree</b>	<b>68%</b>
<b>Disagree</b>	<b>13%</b>

85% would like to see new beach shower facilities	
<b>Agree</b>	<b>85%</b>
<b>Disagree</b>	<b>6%</b>

#### 4. PROPOSAL

- 4.1 The opportunities identified by LDA Designs and following feedback from the public consultation have enabled the council to be more informed when considering enhancement options for Littlehampton seafront. A full report has been produced by LDA Designs which sets out their findings and the suggested approach moving forward. (see Appendix 1)
- 4.2 The following table suggests an action plan for moving the proposals forward. Some of the proposals will require significant investment i.e. new promenade surfaces and concepts such as sloping footpaths between the seafront and greens. These proposals could be achieved by applying for external funding. Other larger proposals such as new concessions or leisure opportunities could be delivered through commercial opportunities or partnerships. Some smaller interventions can be achieved through existing maintenance contracts and budgets, or by the support of volunteers

## 5. ACTION PLAN

5.1 The following Action Plan sets out how it is proposed to deliver the Littlehampton Seafront Public Realm Design Plan.

Item	Consultation Response	Action Plan
1	<p><b>91%</b> supported keeping the greens green and to retain a similar amount of informal and flexible open green space as part of the green's defining character.</p>	<p><b><i>The council recognises the importance of the greensward at this seafront location as part of the town's unique character and charm, which it will continue to protect and retain.</i></b></p>
2	<p><b>82%</b> felt a strategy was required to maintain similar parking numbers on a more efficient car park footprint and layout</p> <p><b>84%</b> agreed to lessen the impact of vehicles with planting to soften their visual presence</p>	<p><b><i>The council will review the car parking designs proposed by LDA as well as reviewing its current provision to consider smaller interventions to maximise the parking potential.</i></b></p> <p><b><i>A long term parking action plan will be developed to improve parking efficiency and the visual appeal of the seafront to include soft landscaping and new welcoming signage. This will be achieved through existing Parking Service budgets and the Repair and Maintenance programme (R&amp;M) together with any other funding opportunities.</i></b></p>
3	<p><b>85%</b> supported distinctive planting being chosen to reinforce the coastal and maritime context, complementing the recently completed East Bank riverside walkway.</p>	<p><b><i>The council will develop a long term action plan to enhance landscaping and plant species on the seafront. This will be through existing Landscaping and R&amp;M budget programmes together with seeking external funding, partnerships and encouraging volunteer support.</i></b></p> <p><b><i>Officers will investigate planting solutions for the perimeters of the seafront greens to make the seafront more attractive, as an alternative for the use of wooden knee rail to control access.</i></b></p>

Item	Consultation Response	Action Plan
4	<p><b>62%</b> supported the removal of the unattractive Banjo Road coach park which commands a prominent location in the centre of the greens, disrupts positive active uses, and diminishes the quality and success of neighbouring assets.</p> <p><b>62%</b> agreed with provision for new concession opportunities on Banjo Road.</p> <p><b>63%</b> agreed to lessen the impact of vehicles" through Coach drop off points to replace Banjo Road coaches to park elsewhere</p>	<p><b>A) Officers will explore alternative locations for accommodating seasonal demand for coach parking away from Littlehampton seafront.</b></p> <p><b>B) The council will consider alternative usage for Banjo Road to improve the seafront appeal and visitor experience. An individual report will be presented to the committee at a future meeting for further consideration.</b></p> <p><b><u>Please note: Any proposed changes to Banjo Road will be subject to the identification of alternative coach parking locations</u></b></p> <p><b>Coach drop off points will only be investigated following the identification of suitable alternative Coach Parking locations.</b></p>
5	<p><b>83%</b> supported re-establishing and re-connect links between the Oyster Pond and the rest of the greens.</p> <p><b>78%</b> support the concept of a continuation of the 'Grand Procession' connecting the War Memorial with the greens</p>	<p><b>Smaller landscape enhancements will be investigated to improve the connection between the Oyster Pond and the rest of the greens. Likewise between the War Memorial in Beach Road and the rest of the seafront green.</b></p>
6	<p><b>90%</b> agreed with structures to provide safe and comfortable shelter</p>	<p><b>Officers will investigate options to provide appropriate sheltering on the seafront and report back to a future LRSC meeting on proposals, costings and potential funding options.</b></p>
7	<p><b>68%</b> would like to see reduced road width along Pier Road to a single carriageway, allowing cafe spill out and alfresco dining experiences</p>	<p><b>The Council will work with WSCC to investigate the implications and costs associated with Pier Road being reduced to a single carriageway. Proposals will be prepared for LRSC at a future meeting.</b></p>

Item	Consultation Response	Action Plan
8	<p><b>73%</b> supported the underlying proposal for a new concession buildings allowing views over new social spaces and maintaining views out to sea.</p> <p><b>49%</b> agreed that there should be more opportunities for temporary/seasonal concessions on the seafront. <b>26%</b> disagreed with this principle.</p> <p><b>89%</b> agree to "maximise flexible uses which allow the place to adapt as required and cope with seasonal pressures.</p>	<p><i>The council will undertake feasibility studies, subject to funding, to determine site suitability for new seafront permanent concessionaire opportunities.</i></p> <p><i>Officers will encourage more opportunities for temporary seasonal concessions to improve the visitor experience and wider appeal of the seafront within summer season.</i></p>
9	<p><b>75%</b> felt a Fitness Trail extending through the 'Coastal Gardens was a good idea.</p>	<p><i>As part of their recent successful tender for the Greenspace Management Contract, ISS Facility Landscaping Services identified a number of capital projects for delivery. This included an 'added value' proposal to fund a free to use Outdoor Fitness Trail on East Beach Green. £25,000 is currently set aside by ISS to support/deliver this project. As this is not a commercial opportunity for ISS they would be happy for ADC to drive the delivery of this project forward with partners. Additional funding to support delivery i.e. installation costs could be considered from existing play area budgets.</i></p>
10	<p><b>89%</b> supported accessible shallow gradient footpaths allowing a comfortable transition between the promenade and greens</p>	<p><i>The council will seek opportunities for external funding to enhance the current promenade surfaces, pathways and landscaping.</i></p>
11	<p><b>58%</b> would like to see more than 5 events held on the seafront greens annually. <b>35%</b> were satisfied with the current number.</p> <p><b>89%</b> wanted a pleasurable place that is fun and entertaining for the whole family.</p> <p><b>79%</b> agreed that performance space should be maximised for enjoyment and celebrating performance. <b>8%</b> were content with current provision.</p>	<p><i>The council will develop the number of permitted events and activities offered for the seafront, above and beyond 5 events. Smaller activities i.e. Stage by the Sea performances and street entertainment will be supported.</i></p> <p><i>The council will work with LTC to develop opportunities to enhance the Stage by the Sea facility.</i></p>



<b>Item</b>	<b>Consultation Response</b>	<b>Action Plan</b>
12	<p><b>89%</b> agreed with having a valuable place focussed on leisure for both the local community and visitors.</p> <p><b>68%</b> agreed with the concept of having an active hub with activities such as basketball, volleyball and 5-a-side football.</p>	<p><b><i>The council will investigate options to encourage more recreational opportunities on the seafront to improve the overall leisure offer for the benefit of the local community and visitors to the area. Proposals will be prepared for LRSC at a future meeting.</i></b></p>
13	<p><b>68%</b> supported an extension of the Children's play offer (Lion's Dene)</p>	<p><b><i>The council will review the current seafront play offer and consider options for enhancing the popular Lion's Dene Play Park.</i></b></p>
14	<p><b>85%</b> would like to see Beach Showers</p>	<p><b><i>The council will investigate options to provide Beach showers and report back at a future LRSC with proposed options and costs.</i></b></p>

## 6. NEXT STEPS

- 6.1 Should the recommendations in this report be supported by LRSC and ratified by Full Council Officers will develop a work plan and provide an annual progress report to LRSC.

## 7. OPTIONS

- 7.1 To support the proposed conceptual design principals produced by LDA Designs for Littlehampton seafront and Action Plan.
- 7.2 Do nothing

## 8. CONSULTATION

- 8.1 Extensive consultation has been undertaken throughout the design process for Littlehampton seafront. Workshops were held, comprising of 46 Stakeholders, Officers and Member representatives from all 3 Councils took place on Thursday 7<sup>th</sup> July 2016 to gain a broad insight and clear understanding on the challenges and opportunities for Littlehampton seafront.
- 8.2 The ideas brought forward from the Workshops were formulated into conceptual design plans by LDA Design to enable the Council to further consult and seek the views of the general public on the consultation. Extensive Public Consultation took place over a 3 week period between 8<sup>th</sup> to 29<sup>th</sup> March 2017
- 8.3 A Public Exhibition was displayed in the Look & Sea Centre over a 3 day period. Approximately 150 people viewed the exhibition. A public exhibition was also held at Littlehampton Academy (See Appendix 2. for Littlehampton Seafront Public Consultation Survey results)

- 8.4 The design proposals were presented to:
- Littlehampton Regeneration Sub-Committee
  - Policy and Finance Committee of Littlehampton Town Council
  - Harbour Park
  - East Beach Café

- 8.5 The designs were displayed to the public at:

- Arun Civic Centre reception
- Littlehampton Academy

The consultation was promoted via:

- Littlehampton Academy Intranet
- Press releases
- Radio
- 500 Flyers distributed
- Posters
- ADC Website home page
- Social Media

- 8.6 All relevant Town, District and County Council Members and officers were invited to the staffed Public Exhibition at the Look & Sea Centre.

- 8.7 The general public were invited to comment on the proposals by way of a questionnaire which were available as hard copy and on-line. The Council received 292 completed surveys.

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council	x	
Relevant District Ward Councillors	x	
Other groups/persons (please specify)	x	
9. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 9 below)	YES	NO
Financial	x	
Legal	x	
Human Rights/Equality Impact Assessment	x	
Community Safety including Section 17 of Crime & Disorder Act	x	
Sustainability	x	
Asset Management/Property/Land	x	
Technology		x
Other (please explain)		

**10. IMPLICATIONS:**

- Some proposals may involve land ownership and legal agreements will be required i.e. between WSCC, key stakeholders, Duke of Norfolk Estate and the Council.
- Significant elements of the scheme cannot progress without achieving external funding.
- The seafront has covenants and leasehold agreements that may impact on some of the proposals.
- The seafront has a number of large underground utilities that may impact on some of the proposals.
- Although some smaller inventions can be achieved in the short term significant enhancements to the seafront can be achieved over the longer term if improvements follow a consistent and agreed scheme.

**11. REASON FOR THE DECISION:**

To gain council support for the approval of overarching Design Principles for Littlehampton seafront and future vision, subject to achieving external funding.

To prepare an action plan and work programme to enhance Littlehampton seafront through short and long term interventions.

**12. BACKGROUND PAPERS:**

Littlehampton Regeneration Sub-Committee minutes:

- [9<sup>th</sup> February 2017](#)
- [6<sup>th</sup> July 2016](#)
- [2<sup>nd</sup> December 2015](#)
- [21<sup>st</sup> July 2015](#)
- [17<sup>th</sup> March 2015](#)

[Littlehampton Seafront Design Plans](#)

[Littlehampton Town Council Design Plans](#)

[9 Big Ideas for Littlehampton](#)

[Littlehampton Signage Plan](#)

[Concessions Strategy](#)

[Waterfront Strategy](#)

[Littlehampton Vision](#)

The above documents can also be found at [www.arun.gov.uk/regeneration-in-littlehampton](http://www.arun.gov.uk/regeneration-in-littlehampton)

<b>Appendices</b>	<b>Item</b>
Appendix 1.	LDA Design Report
Appendix 2.	<a href="#">Littlehampton Seafront Public Consultation Survey Results</a>

# LDĀ DESIGN



## LITTLEHAMPTON REGENERATION – SEAFRONT

FINAL REPORT  
MAY 2017

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## LITTLEHAMPTON REGENERATION - SEAFRONT FINAL REPORT

Date:  
May 2017







# 1.0 INTRODUCTION

## 1.1 OVERVIEW

Littlehampton is a Seaside Town situated on the South Coast of England which is located within the Arun District. The main study area (Greens, Promenade & Oyster Pond) incorporates approximately 11.6 Ha area immediately adjacent to the beach and to the south of the town centre. The study also includes a stretch of 130m along Pier Road and recommends improvements to the connection between the study area and the town centre along Beach Road.

Littlehampton has been a major visitor destination for families since the Victorian era and caters for a family oriented, day tripper market throughout the summer season. The seafront offers a wide expanse of open space which along with the town's riverfront has been the town's unique selling point. The award winning beach is made up of shingle and sand and offers an RNLI Lifeguard service.

The River Arun acts as a backdrop for visitors as they proceed along the newly enhanced East Bank Riverside Walkway. The Harbour and Edwardian Pier head have been prominent features in the Town since the 17th Century, with ship building and fishing trades once vital to the Town's economy and contributing to the town's identity.

Throughout the winter months the traditional seaside town becomes a more peaceful and tranquil seaside destination.

Compared with South East averages, the Sussex Coastal area has lower earnings, higher levels of multiple deprivation and higher levels of unemployment. We see lower rates of business start-up, a relatively less well qualified workforce and an ageing population. In contrast, it also has areas of great affluence. An understanding of the local demographic is important and this project has the opportunity to build on the success of East Bank by encouraging both locals and visitors to seamlessly mingle between river, town and sea. At East Bank, the improvements have reportedly seen increased visitor numbers and spend. In 2012, prior to implementation, around £1.06m day visitors came to Littlehampton and the enhancements have been estimated to increase visits by a minimum of 5%, with a minimum spend increase of

3% based on longer dwell times within the improved space. This is estimated to represent an additional £2.8m into the local economy each year.

A wayfinding plan was produced for Littlehampton in 2014 with the intention of improving the visitors experience and interconnect pedestrian movement through directional signage. Improved signage was then installed in 2015 to offer a navigational route through the Town Centre to the Seafront and Riverside.

Subsequent to this, Arun District Council (ADC) reviewed the connectivity of the town and associated environmental, economic and social opportunities. The outcome of this was titled the '9 Big Ideas for Littlehampton'. This document presented solutions to how the Town Centre, Seafront and Riverside should connect more fluidly and to improve the overall pedestrian experience and stimulate economic regeneration. Three projects were clearly identified which fall within the study area and help to form a basis for the future public realm improvements:

- 1 **Beach Road;**  
A simple line of landscape works to the east of Caffyns Field to define the link between the seafront and town centre.
- 2 **New Green and Beach Link**  
A reworking and redesign of the greens incorporating new routes and open spaces.
- 3 **Promenade from the Pier to the East Beach Café**  
To deliver a comprehensive public realm project that improves the quality of the environment linking attractions together.

Constraints and limitations to potential proposals within the study area were identified and have been explored at the outset of the project, these include but are not limited to:

- Underground sluice tanking and piping/pumping infrastructure extending throughout the study area.
- Covenants limiting change.
- Unstable nature of beach material reducing the opportunity for new structures or features south of the promenade.

unique  
valuable asset  
accessible multi use  
vast opportunity  
next to beach  
special scale  
not built up size  
potential  
not too commercialised  
flexible clean family friendly  
distinct spaces  
enjoyable views dog walking  
wide long open space flat  
cycle path east beach cafe links to other places  
clear sightlines natural beach

variety

wasted space  
restraints for pedestrians  
tired cluttered  
piecemeal dull  
bland  
plain dated  
uninteresting  
not enough dog bins  
approach  
lack of things to do  
not well lit  
more bbq's  
isolated  
interrupted banjo road  
seasonal  
poor built form  
seating  
unattractive  
emptiness underutilised  
lacks aspiration uncharacteristic  
footpaths poor quality  
Windylack of facilities  
lack of spaces to spend money  
disparate signage  
litter control putting green  
not enough furniture  
lack of shelter  
disabled access  
poor infrastructure  
access to beach

exposed

## 1.2 PROJECT OBJECTIVES

The objectives for the proposals were driven by the outcome of workshops held in June 2016 at the start of the project with key stakeholders, local businesses and organisations.

The words to the left were used by people at the workshops to describe the character of the seafront, promenade and interconnecting streets and spaces. The aim was to draw on the more positive aspects of the study area and, in contrast, the weaker elements; the larger the word appears the more frequently it was used.

The outcome of the workshops set the objectives and priorities for the enhancement proposals which in turn formed part of the project brief. These aspirations are a tool against which the success of the proposals can be measured. The primary objectives are summarised below:

- Maintain a flexible and functional open green space.
- The improvements should create a place that people want to visit and that businesses want to locate to, attracting both local people and visitors to spend time, relax and boost the local economy.
- The key pedestrian route between Littlehampton Town Centre along Beach Road to the Seafront Greens should be strengthened.
- Appreciate the modes of transport visitors and locals use to access the greens and seafront. Make appropriate recommendations for alterations as part of wider enhancement proposals.
- Create a distinctive place that draws on the character of the local area.
- An environment that is inspiring and promotes the very best image for Littlehampton.
- Positively connect the different components of the seafront with one another.

- Create opportunities for families to spend more time.
- Enhance the opportunities for play.
- Configure the space to allow different age groups and demographics to mix; spending time together, reinforcing a sense of community and mutual respect.
- Stimulate a sense of communal pride.
- Form part of the wider strategy, creating a town that is more easily navigated on foot.
- Respond to the local climate by creating comfortable places and building in suitable and appropriate shelter.

It is intended that the overall proposal can be broken down into a number of smaller projects or phases. Importantly, the projects need to be developed by the council in such a way that they capitalise on potential sources of funding.

## 1.3 PROJECT TEAM

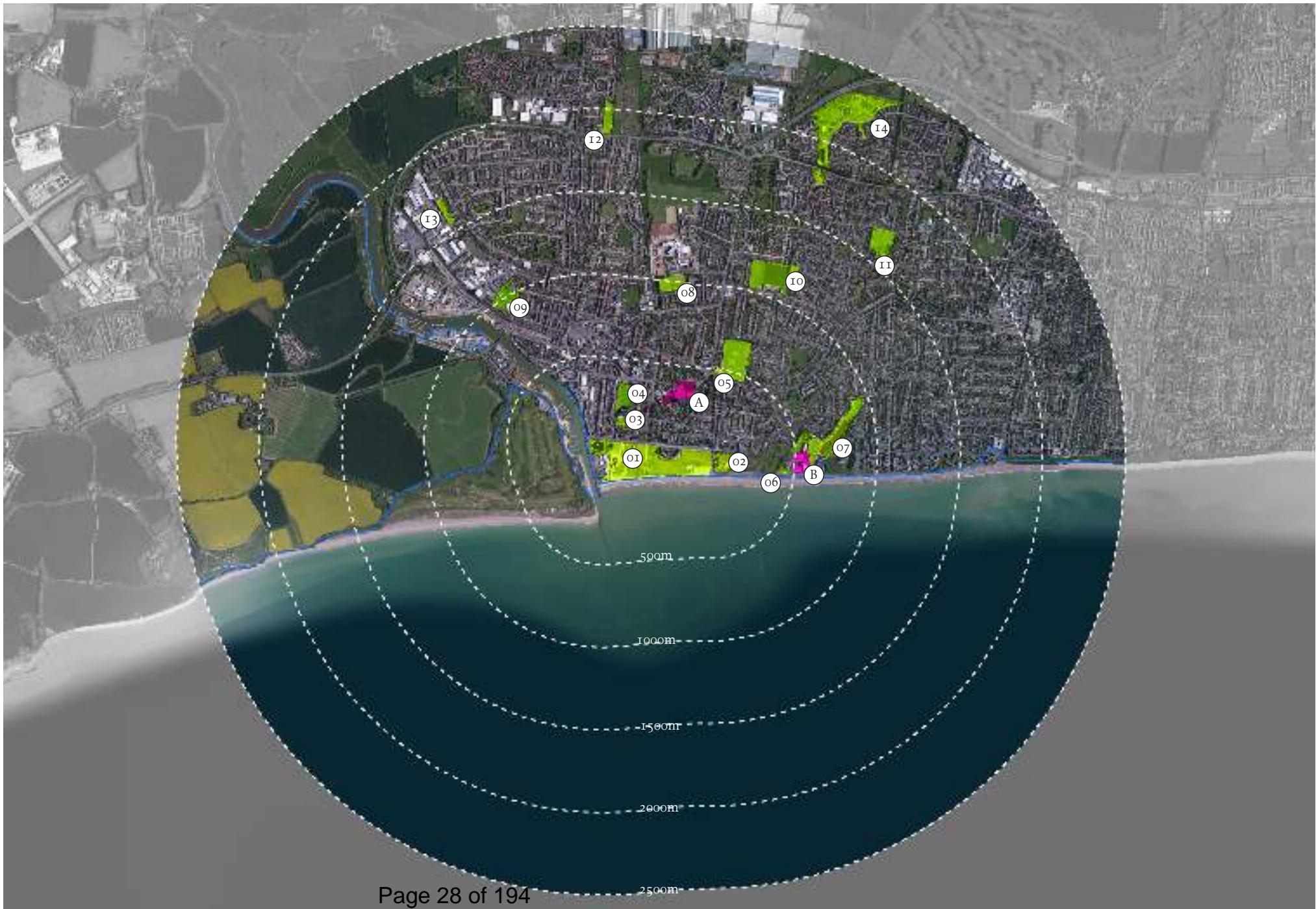
**Client:** Arun District Council

**Consultant:** *LDA Design*  
(Public Realm and Urban Design)

## 1.4 PURPOSE OF THIS DOCUMENT

The purpose of this document is to set out in detail the analysis, vision, concept and landscape masterplan that can be used by the Council as proposals for the projects going forward. The report aims to provide a clear narrative that charts the process of design development including community and stakeholder involvement.

The document is not intended to give a final fixed proposal but should actively steer any future detailed and technical design moving forward.





# 2.0 ANALYSIS

## 2.1 WIDER CONTEXT

As part of the analysis it is important to understand other alternative leisure facilities and publicly accessible open spaces within a walkable distance. This allows us to understand the role the study area plays in the wider green infrastructure network and ensures the proposals do not duplicate the offers and facilities found nearby so not to over-provide specific experiences and activities.

### NOTE

Walking distances based on shortest most direct route and as per recognised average walking pace; to be used as a guide only.

## LEISURE FACILITIES

Within 1000m (Up to 12 mins walk)

- (A) Maltrevers Leisure Park (580m - approx. 7min)
- (B) Littlehampton Leisure Centre (600m - approx. 7.2min)

— Local recreational footpath routes

## SELECTION OF PUBLICLY ACCESSIBLE OPEN GREEN SPACES

Within 500m (Up to 6 mins walk)

- (01) Seafront Greens (Site - 0 mins walk)
- (02) Norfolk Gardens (18m - approx 0.5min)
- (03) Marina Gardens (125m - approx 1.5min)
- (04) Caffyns Field (250m - approx 3min)
- (05) Littlehampton Sportsfield (475m - approx 5.7min)
- (06) Skate Park (500m - approx 6min)

Within 1000m (Up to 12 mins walk)

- (07) Mewsbrook Park (675m - approx. 6.6min)
- (08) Rosemead Open Space (1000m - approx 12 mins)

Within 1500m (Up to 18 mins walk)

- (09) Linden Park (1150m - approx. 13.8min)
- (10) South Fields (1200m - approx. 14.4min)

Within 2000m (Up to 24 mins walk)

- (11) Brickfields (1980m - approx. 23.75min)

Within 2500m (Up to 30 mins walk)

- (12) Worthing Rd. Recreation Ground (2080m - approx. 23.75min)
- (13) Eldon Way Park (2150m - approx. 25.80min)
- (14) Brookfield Park (2150m - approx. 25.80min)

1.0

2.0

3.0

4.0

5.0

6.0

7.0



UNCLEAR LINKS TO OTHER DESTINATIONS

UNDERWHELMING ARRIVAL EXPERIENCES

PERMANENTLY UNUSABLE OVERFLOW PARKING



## 2.2 IMMEDIATE CONTEXT

The immediate public realm context reveals important qualities that the landscape design proposals need to respond to. This allows the design team to form appropriate responses and recommend the most suitable improvements.

Shown in these subsequent pages are a number of observations from the existing site condition which along with the objectives identified through the workshop events have influenced the proposals



- 1.0
- 2.0
- 3.0
- 4.0
- 5.0
- 6.0
- 7.0



PERIPHERAL / UNUSABLE SPACES



FREEDOM TO ROAM



FANTASTIC FLEXIBILITY





Natural topography and vegetation used as shelter



Using eroded Greens as alternative sand play off the beach



A STRUGGLE TO FIND SHELTER FROM WIND



POPULAR USES UNDER PROVIDED



VISUALLY DOMINATING CAR PARKING







WORLD CLASS DESIGN; UNCONNECTED & ISOLATED



POPULAR ROUTES UNCATERED FOR



POOR SHELTER PROVISION



WEAK PLANTING STRUCTURE

- 1.0
- 2.0
- 3.0
- 4.0
- 5.0
- 6.0





Varying level change



Physical separation between Greens and Promenade



DISTINCTIVE GLIMPSES OF THE GREENS



CHARACTERLESS POOR QUALITY MATERIALS



POOR STATE OF REPAIR



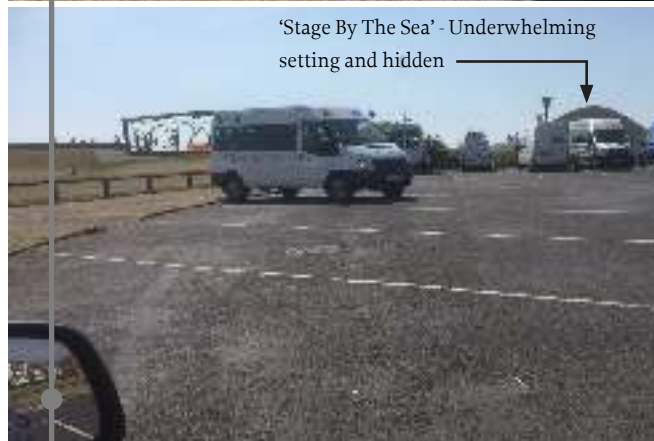
UNDER-USED ACTIVITIES



DISCONNECTED & ISOLATED USES







- 1.0
- 2.0
- 3.0
- 4.0
- 6.0
- 7.0

THE GREAT BRITISH SEASIDE DESTINATION

FREQUENTLY UNDERUTILISED COACH PARK

POORLY CONNECTED DEAD SPACE





## 2.2.1 STUDY AREA COMPONENTS

- ① Look and Sea Centre
- ② East Bank Riverside Walkway
- ③ Oyster Pond
- ④ Littlehampton Pier
- ⑤ Harbour Park Amusements
- ⑥ Windmill Entertainment Centre
- ⑦ Harvester Littlehampton
- ⑧ Promenade
- ⑨ Primary footpath connection with Beach Road
- ⑩ Toilet facilities
- ⑪ Formal surfaced car park
- ⑫ Overflow car park
- ⑬ Coach park
- ⑭ Beach Road footpath
- ⑮ War Memorial
- ⑯ Underground sluice tanking and piping/pumping infrastructure
- ⑰ Crazy golf (closed)
- ⑱ Pitch and putt (closed)
- ⑲ BBQ and/or picnic facilities
- ⑳ Stage By The Sea (Acoustic Shells)
- ㉑ The Longest Bench in the UK
- ㉒ Lions Dene Play Park
- ㉓ East Beach Cafe
- ㉔ Toilet facilities (Norfolk park)
- ㉕ Crazy golf (Norfolk park)
- ㉖ Tennis courts (Norfolk park)
- ㉗ The Putting Green Cafe (Norfolk park)
- ㉘ Bowls (Norfolk park)
- ㉙ Bonfire location







# 3.0 VISION AND STRATEGY

## 3.1 WHY A VISION

Littlehampton's Seafront Greens and Promenade need a compelling vision that everyone is behind, it is at the heart of the project. The vision needs to reflect true ambition and provide the opportunity for major transformation. The vision will provide an overarching benchmark that the development of the proposals can be measured against to ensure the level of aspiration is genuinely achieved.

## 3.2 THE VISION

'Making The Connections' is not only concerned with physical links but also with a stylistic approach that reinforces a town wide identity, that references the local context ensuring a seamless relationship with the recently completed East Bank Riverside Walkway and proposals for the town centre. The vision promotes the interrelationship of the space's various components and ensures the strength in the constituent parts are reinforced by one another's complementary and supporting roles.

## 3.3 OVERARCHING PRINCIPLES

Six themes have been identified that underpin the vision. These have been derived through the stakeholder workshops, our analysis of the existing study area and through liaison with Arun District Council. The principles are demonstrated on the following pages:

1.0

2.0

3.0

4.0

5.0

6.0

7.0



*Existing green space diagram*



Informal lawns and green space  
approx. 35700m<sup>2</sup>



Planting  
approx. 6300m<sup>2</sup>

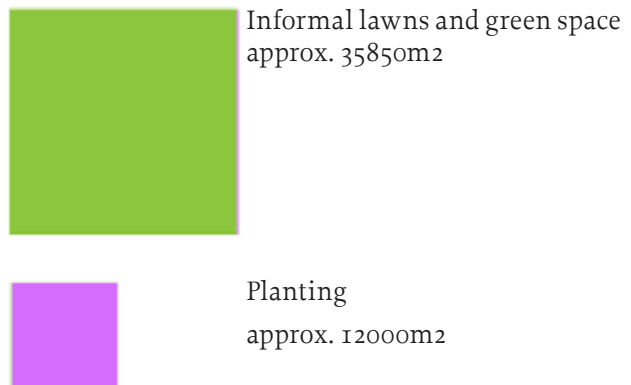
### 3.3.1 KEEPING THE GREENS GREEN

- Maintain a similar amount of informal and flexible open green space as part of the study areas defining character.
- Ensure big events such as the ‘Screen on the Green’ and ‘The Bonfire’ are provided with the space they need to continue.
- Protect Informal activity and passive recreation currently taking place.
- Provide lawns that allow views into the greens but also lawn spaces that allow views out to sea.
- New planting providing the structure and the setting of the place; planting will contain the greens and make the place feel more comfortable.
- Distinctive planting will be chosen to reinforce the coastal and maritime context, complementing the recently completed East Bank Riverside Walkway and the wider West Sussex coastline.
- Planting chosen to suit the local climate and context will ensure minimal maintenance and greatest success.

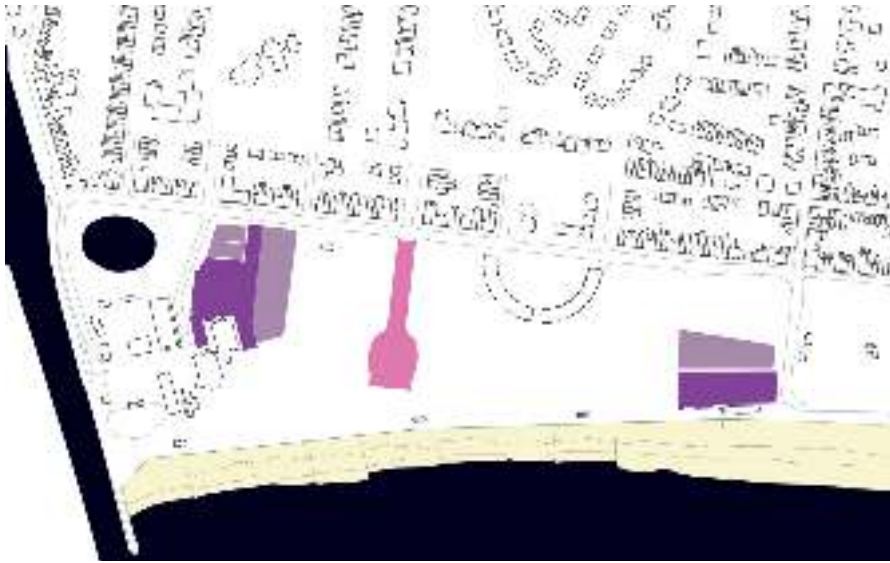




Proposed green space diagram



- 1.0
- 2.0
- 3.0
- 4.0
- 5.0
- 6.0
- 7.0



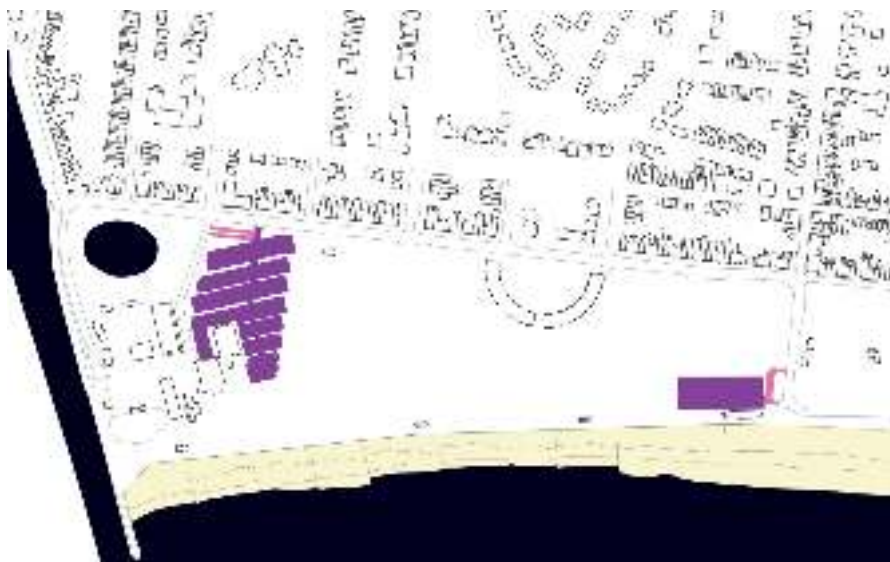
*Existing vehicular access diagram*

- Formal surface car park
- Overflow car park
- Coach drop-off and parking

### 3.3.2 LESSEN THE VEHICLE IMPACT

- Strategy to maintain similar parking numbers on a more efficient formal footprint and rationalised layout.
- Parking to be fragmented by beautiful planting contributing to the character of the greens. An attractive asset, not an ugly necessity.
- Planting to soften visual impact of car parking and filter views over the spaces.
- Safe and accessible connections that separate vehicles and pedestrians.
- Removal of the unattractive Banjo Road coach park which commands a prominent location in the centre of the greens, disrupts positive active uses and diminishes the quality and success of neighbouring assets.
- Coach drop off points to replace Banjo Road, coaches to park elsewhere while customers are enjoying the greens and Seafront. (The approach will be to determine a suitable alternative location to Banjo Road prior to the removal of the coach parking).
- New parking and coach drop off points providing an enhanced and exciting arrival experience for all.
- Allow opportunities for restricted manned overflow parking areas of the greens during high footfall events.

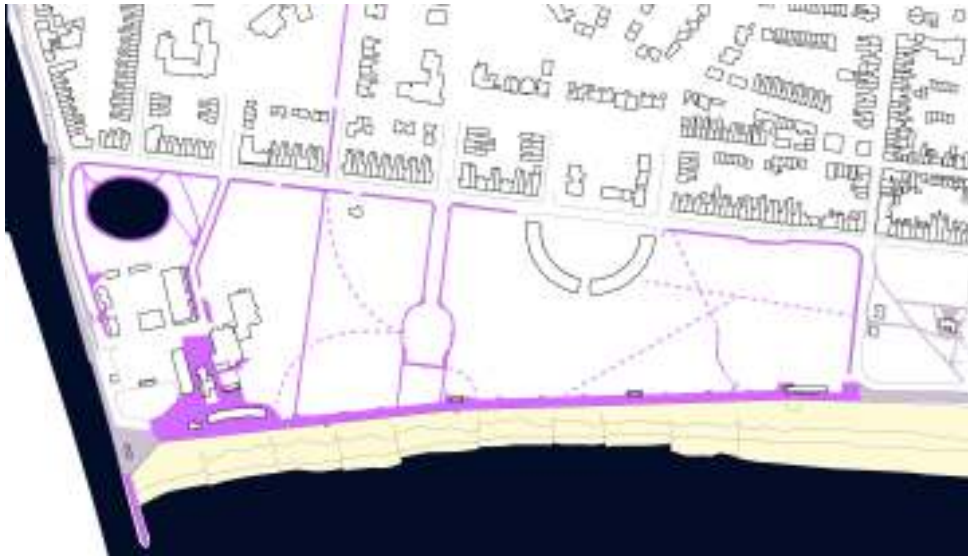
NOTE: All alterations to vehicle access and circulation requires additional input by suitable specialist at a later technical design stage.



*Proposed vehicular access diagram*

- Formal surface car park
- Coach drop-off

- 1.0
- 2.0
- 3.0
- 4.0
- 5.0
- 6.0
- 7.0

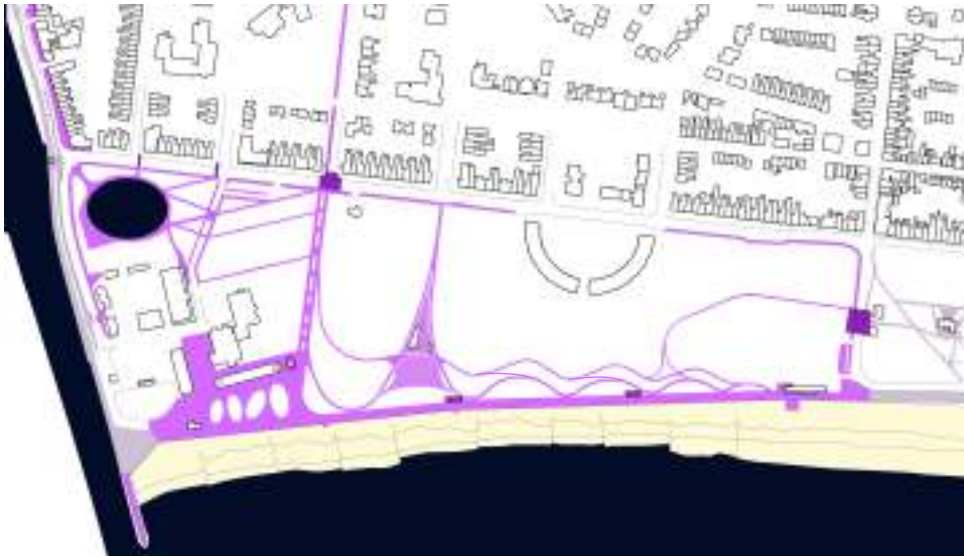


*Existing access diagram*

- Formal surfaced footways & spaces
- ⊖ Identified desire lines and worn paths

### 3.3.3 A CONNECTED PLACE

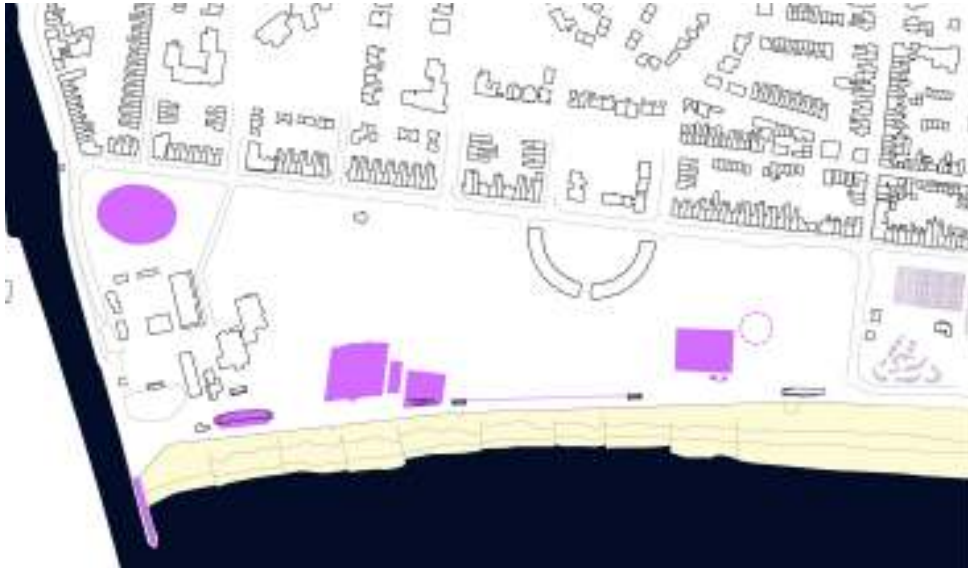
- Maintain informal open access to the greens enabling the possibility to roam and move freely. Identify the most popular routes/desire lines and provide more formalised footpaths where necessary.
- Improve wider connections, forming cohesive and legible links with The East Bank Riverside Walkway, Pier Road and Town Centre.
- Re-establish and re-connect links between the Oyster Pond and the rest of the study area.
- Promote a variety of experiences and maximise variety through allowing different route choices;
  1. 'Primary Routes' that are clear wide and direct,
  2. 'Secondary Routes' that link defined uses, and;
  3. 'Tertiary Routes' that offer alternative meandering, slow paced paths. e.g. A recreational journey through gardens.
- Ensure links between the promenade and greens are provided via shallow accessible graded routes.
- Instigate spectacular arrival experiences regardless of the mode of transport.



*Proposed access diagram*

● Formal surfaced footways & spaces

- 1.0
- 2.0
- 3.0
- 4.0
- 5.0
- 6.0
- 7.0



*Current locations of defined activities*

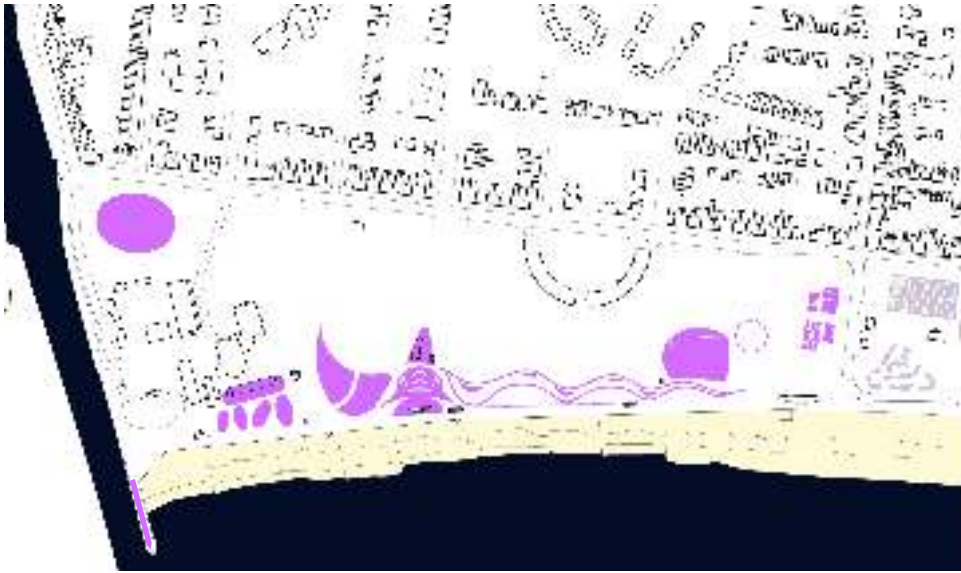
### 3.3.4 MAXIMISING USE AND FUNCTIONALITY

- Defining well connected alternative character areas which offer a variety of experiences but maintain a consistent identity, enabling the study area to feel like a diverse yet undivided cohesive place.
- Retain and enhance popular uses.
- Embrace the unconventional and unexpected with the opportunity to breathe new life into the place.
- An exciting place that is attractive to tourists and an environment locals will cherish.
- Flexible uses which allow the place to adapt as required and cope with seasonal pressures.
- Mixing and connecting uses so each coexist benefiting from one another's presence.

### TYPICAL USES (CURRENT)

- Open & flexible green space
- Oyster Pond
- Pier
- Cafe seating and beach shops
- Crazy Golf
- Putting Green
- BBQ facilities
- Stage By The Sea
- Longest Bench In The UK
- Picnic Tables
- Play Park
- Tennis Courts (Norfolk Gardens)
- Crazy Golf (Norfolk Gardens)





*Proposed locations of defined activities*

#### TYPICAL USES (PROPOSED)

- Open & flexible green space
- Alfresco dining
- Oyster Pond
- Pier
- Cafe seating and beach shops
- Beach Games
- French Boules
- Sand Play
- Splash Pad
- Hammock Garden
- BBQ & picnic facilities
- Stage By The Sea
- Performance and spectator space
- Additional commercial/dining/concession opportunity
- Longest Bench In The UK
- Coastal Garden
- Trim Trail
- Picnic Tables
- Play Park
- Additional and alternative play
- Beach sports
- Tennis Courts (Norfolk Gardens)
- Crazy Golf (Norfolk Gardens)

### 3.3.5 COMFORT AND SANCTUARY

#### Structures to provide safe and comfortable shelter



*Secluded hidden shelter with little natural surveillance*



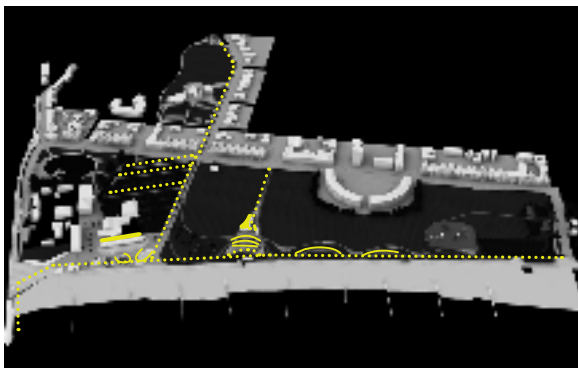
#### Natural shelter from prevailing wind through landform







*Lack of places to shelter from prevailing wind*



#### A stunning night time environment



-  Low level lighting in paving and Planting
-  Lighting integrated with furniture
-  Lighting associated with concession buildings
-  Dark areas





3.3.6 A DEFINED IDENTITY



*Focussed places for performance, ample spectator space*



*Oyster pond seamlessly connected with The Greens*



*A fantastic and popular destination; Something exciting, something different*

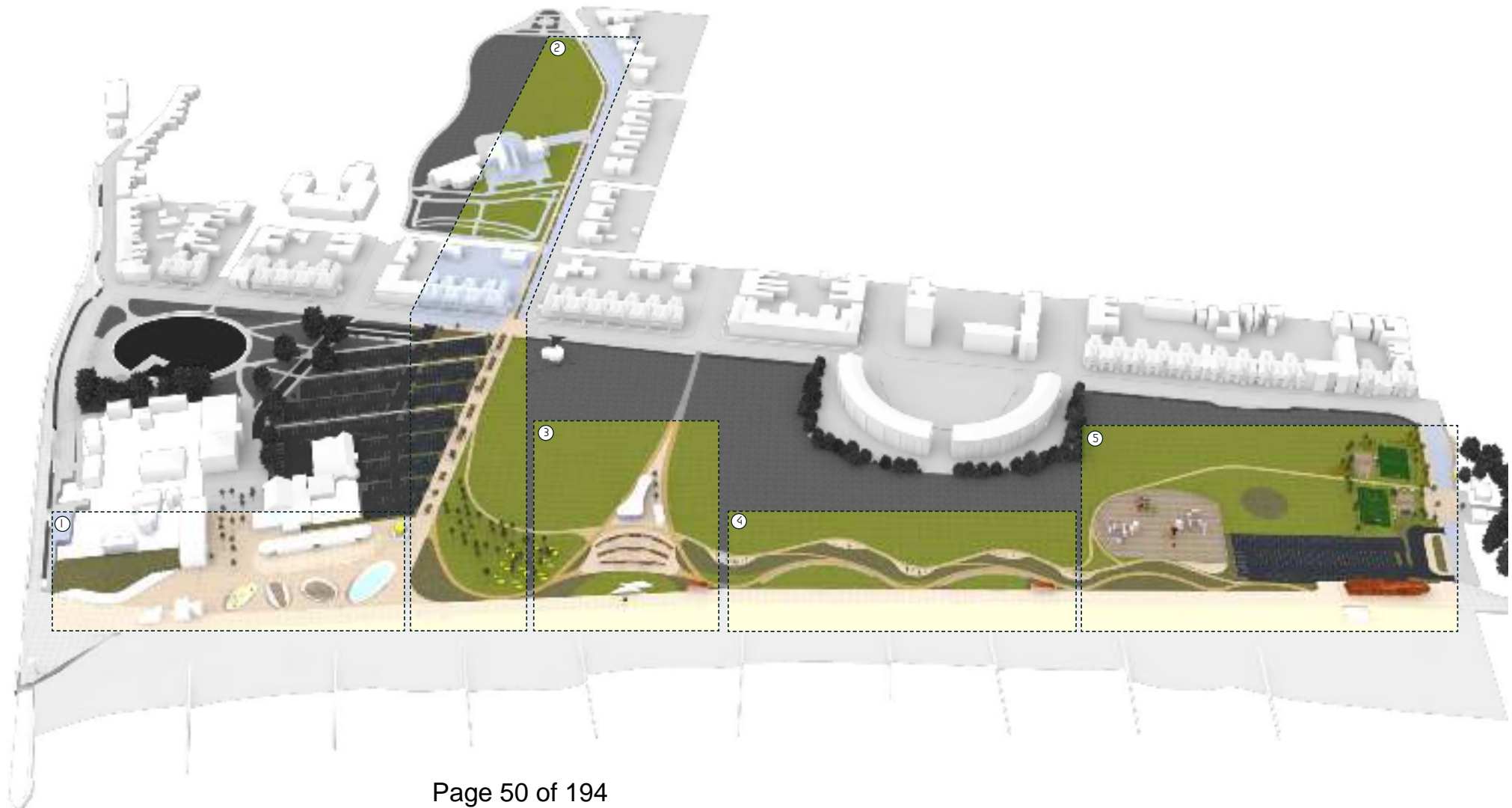


*Restaurant Café and beautiful gardens to the centre of The Greens*

- A character deeply rooted in the contextual qualities of Littlehampton and the surrounding West Sussex coastline. A powerful sense of place demonstrated through material use, distinctive planting and the relationship between the two.
- A place that responds to its unique local climate and geography.

- Reimagine the inclusive qualities and uniqueness of the popular Victorian seaside destination.
- Recreate the feeling of excitement and anticipation upon arrival.
- A pleasurable place that is fun and entertaining for the whole family.
- A valuable place focussed on recreation and leisure.





# 4.0 CONCEPT

## 4.1 THE CONCEPT

An ambitious yet feasible concept has been developed to maximise the aspirations of the vision and principles. The proposals seek to create an attractive and welcoming place that caters for all ages and abilities through the improvement of existing facilities and the introduction of new and exciting interconnected amenities.

The concept intends to demonstrate a place that ‘works harder’ for the local community and economy by being a significant regional attraction but simultaneously retains its special unique qualities.

The concept is primarily focussed on maintaining the positive aspects of this important open space but build on these to increase usage and enjoyment, enhance the aesthetic qualities of the place and encourage a wider variety of activities.

A logical way of distributing activities is to sub-divide the project area into a series of defined spaces (illustrated by the diagram on page 30) that contain within them appropriate uses. However, the study area should not be seen as a series of smaller spaces but as a singular unified piece of Littlehampton’s fabric.

The study area includes Littlehampton’s Edwardian Pier. Through site assessment and the design process it was decided that the feature should remain respectfully untouched in it’s present good condition. The proposals would seek to enhance its setting through improvements to the surrounding spaces and recommend low level & atmospheric lighting to enrich the experience at night.

The concept was taken to public consultation, where it was rigorously tested against the aspirations of the local community. The results from public consultation are found in section 5.0 ‘Public Engagement’ and the resultant resolved plan can be found in section 6.0 ‘Seafront Landscape Masterplan’.

- ① 4.1.1 Social Hub P30
- ② 4.1.2 Grand Procession P32
- ③ 4.1.3 Performance Hub P34
- ④ 4.1.4 Coastal Gardens P36
- ⑤ 4.1.5 Active Hub P38

1.0

2.0

3.0

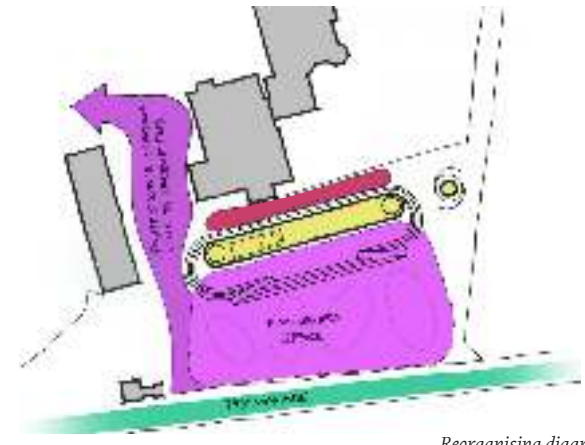
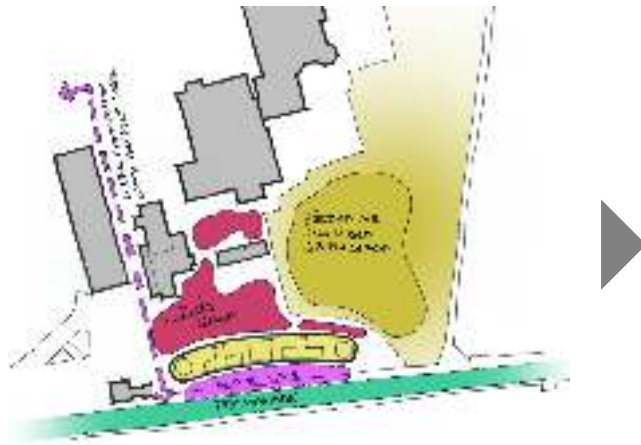
4.0

5.0

6.0

7.0





Reorganising diagram

4.1.1 SOCIAL HUB

- ① Shelter provided through a series of social spaces cut into the natural topography; splash pad, sand play, french boules and games area.
- ② New concession building raised on plinth with wide steps and accessible graded routes allowing views over new social spaces and maintaining views out to sea. Includes toilet facilities (Indicative building shown)
- ③ Beach shower facility.
- ④ Stronger connection between Harbour Park Amusements and promenade.
- ⑤ Location for new shelter structure; (Indicative building shown, identifying location only; All proposed built form are intended as individual Architectural briefs and developed at a later stage).



Splash Pad



French Boules



Sand Play



Games Area







- 1.0
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4.1.2 GRAND PROCESSION

- ① A high quality link between Beach Road and the Seafront comprising raised planting beds and integrated seating set within a generous footpath.
- ② Car parking areas fragmented with distinctive planting to filter views over the surface level parking and create a positive link with the greens.
- ③ Strengthened links across car parking improving connections to the Oyster Pond and Harbour Park.
- ④ Western Coach Drop Off.
- ⑤ Footpath spur creating connection with the Coastal Gardens.
- ⑥ Wide shared surface treatment at junction between South Terrace and Beach Road improving the connection with the Town Centre.
- ⑦ Improved connection between greens and the town centre along Beach Road; a more generous footpath flanked with planting to reinforce the link.







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## 4.1.3 PERFORMANCE SPACE

- ① Comfortable and relaxing seating opportunities.
- ② Seating integrated with planting focussed towards 'The Stage By The Sea'.
- ③ A formalised spectator space in a garden setting.
- ④ A place organised to maximise the potential for enjoying and celebrating performance.
- ⑤ Pine Grove : hammock garden and BBQ/picnic facilities.
- ⑥ Potential location for new concession. (Indicative building shown, identifying location only; All proposed built form are intended as individual Architectural briefs and developed at a later stage).







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4.1.4 COASTAL GARDENS

- ① Landform supporting sheltered terraced seating facing the greens.
- ② Landform supporting lounging lawns facing out to sea.
- ③ Accessible shallow graded footpaths (maximum 1 in 21) allowing a comfortable transition between the promenade and greens.
- ④ Alternative meandering, slow paced paths allowing a more leisable experience of moving through a garden typology.
- ⑤ Sloping lounging lawns facing in towards the green.
- ⑥ Trim trail hanging from lower footpath adjacent to the greens.



Primary Routes : clear wide and direct



Secondary Routes : connections between activity nodes



Tertiary Routes : alternative meandering, slow paced network







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## 4.1.5 ACTIVE HUB

- ① Beach sports; Basketball, Volleyball and 5-A-Side Football allowing the opportunity for more formalised recreation. Public sporting facilities here will offer a natural relationship with the adjacent facilities within Norfolk Gardens and other leisure amenities found further to the east.
- ② Informal seating (pebble seats) scattered around beach sport facilities, a welcoming and inclusive place encouraging people to dwell, reducing the feeling of seclusion and improving natural surveillance.
- ③ Expansion of children's play offer.
- ④ Trim trail extending through the 'Coastal Gardens'.
- ⑤ Strengthened connection with Norfolk Gardens.
- ⑥ Footpath connecting Norfolk Gardens with the seafront following identified desire line.
- ⑦ Eastern Coach Drop Off.







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# 5.0 PUBLIC ENGAGEMENT

## 5.1 STATEMENT OF PUBLIC CONSULTATION

It has been identified through public consultation that making improvements to the quality of Littlehampton's Seafrost Greens will be an important step towards boosting economic regeneration in the town. The design concept to improve the area identified by this report were produced and presented for public comment during a consultation period between 8th to 29th March 2016.

Public engagement was promoted in the following ways:

- An unmanned exhibition in Arun Civic Centre Reception for the duration of the consultation period
- A manned exhibition between 23rd and 25th March inclusive at the Look and Sea Centre, Littlehampton
- The local press, including a half page article with photos in the Littlehampton Gazette on 16th March (page 8)
- Social media (Facebook, Twitter etc)
- Arun District Council's website and staff intranet
- The Council currently does not have a residents' consultation panel, however as part of a recent survey, respondents were asked if they would be interested in participating in consultation with Arun. 92 respondents who expressed interest were sent a link to this survey
- The council ran the consultation with the students at Littlehampton Academy.

292 survey responses were received.

Results of the consultation have been collated and reviewed to produce a revised version of the proposal as demonstrated subsequently in this document.

The boards displayed to the public are shown on the subsequent pages.



LITTLEHAMPTON REGENERATION - SEA-FRONT GREENS & PROMENADE  
1. INTRODUCTION

WELCOME

Welcome to the public consultation. We would like your thoughts on our existing vision, principles and design plan for Littlehampton Seafront Greens, Promenade and other associated and future existing associated spaces displayed on the following boards.

The project forms part of a wider master strategy to rejuvenate the town's waterfront, as demonstrated in the Littlehampton Local Development Framework. Council has identified three key strategic routes, the focus of which is between the seafront, the old bank through Walkway and Town Centre. This project is intended to provide a link to demonstrate an improved physical relationship and a visual link between the seafront and other parts of the town.

Our design objectives are to provide a high quality, functional and attractive public realm through the regeneration and development of the town's waterfront and public realm in the area between the seafront and the old bank through Walkway and other associated parts of the town.



ARUN DISTRICT COUNCIL

Previous engagement

The design process has been going through an iterative stage of consultation and has been an ongoing process. As part of the consultation in July 2016, the design team took in several key insights from the public and the design team's approach to the project was refined. The design team has been working on the design and construction of the waterfront and the town's waterfront and the design team has been working on the design and construction of the waterfront and the town's waterfront.



ARUN DISTRICT COUNCIL

Following these initial works, the design team developed concept proposals for the regeneration of the waterfront and the town's waterfront, which can be viewed on the following boards.



ARUN DISTRICT COUNCIL

LITTLEHAMPTON REGENERATION - SEA-FRONT GREENS & PROMENADE  
2. THE VISION & OVERARCHING PRINCIPLES



Keeping the greens GREEN



- Create a clear structure of landscape and the open green space to the waterfront and the town's waterfront.
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LITTLEHAMPTON REGENERATION - SEA-FRONT GREENS & PROMENADE  
**3. OVERARCHING PRINCIPLES**

**2 A place for people**  
 Lesson the vehicle impact



- Reduce the impact of vehicles on the pedestrian environment through improved road layout and traffic management.
- Reduce the impact of vehicles on the pedestrian environment through improved road layout and traffic management.
- Reduce the impact of vehicles on the pedestrian environment through improved road layout and traffic management.
- Reduce the impact of vehicles on the pedestrian environment through improved road layout and traffic management.



- Create a pedestrian friendly environment through improved road layout and traffic management.
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- Create a pedestrian friendly environment through improved road layout and traffic management.

**A connected place**



- Create a connected place through improved road layout and traffic management.
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- Create a connected place through improved road layout and traffic management.
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LITTLEHAMPTON REGENERATION - SEA-FRONT GREENS & PROMENADE  
**4. OVERARCHING PRINCIPLES**

**3 Comfort and sanctuary**

Structures to provide safe and comfortable shelter



Natural shelter from prevailing wind through landform



A stunning night time environment



**4 A defined identity**



- Create a defined identity through improved road layout and traffic management.
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- Create a defined identity through improved road layout and traffic management.
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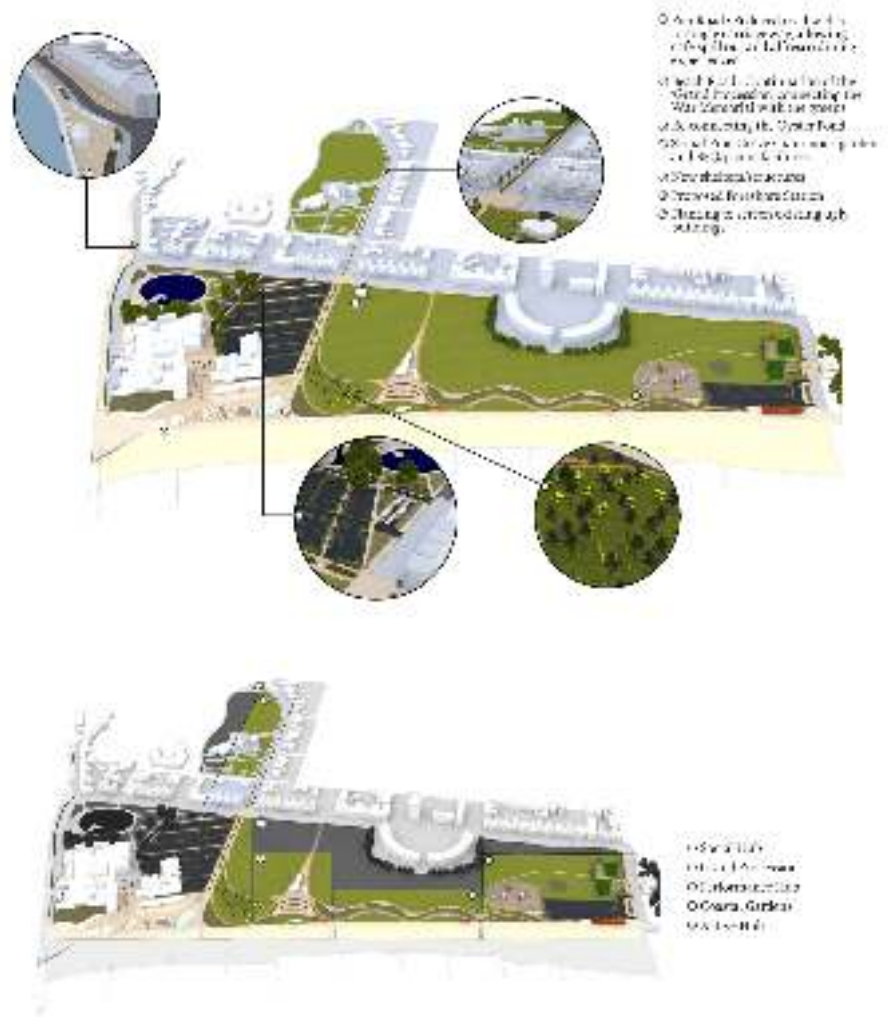
LITTLEHAMPTON REGENERATION - SEA-FRONT GREENS & PROMENADE  
**5. OVERARCHING PRINCIPLES**

**5** Maximising use and functionality



- Encourage connected and active communities to share the many of opportunities on the seafront by creating The Harbour Connects, which will be the principal link point.
- Accessible community spaces.
- Encourage the use of the seafront as a playground for the community, including play.
- An outdoor play area that connects to water-based activities and the wildlife area.
- A multi-use space for the community to play and socialise.
- A multi-use space for the community to play and socialise.
- A multi-use space for the community to play and socialise.

LITTLEHAMPTON REGENERATION - SEA-FRONT GREENS & PROMENADE  
**6. CONCEPT**



- A multi-use space for the community to play and socialise.
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LITTLEHAMPTON REGENERATION - SEA-FRONT GREENS & PROMENADE  
7. CONCEPT



**Seed Hub**

- 1. A high quality, landscaped area for the public to enjoy, featuring a range of seating, a play area, and a community garden.
- 2. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 3. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 4. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.



**Grand Procession**

- 1. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 2. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 3. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 4. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.



**Performance Space**

- 1. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 2. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 3. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 4. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.



LITTLEHAMPTON REGENERATION - SEAFRONT GREEN & PROMENADE  
8. CONCEPT



**Coastal Gardens**

- 1. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 2. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 3. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 4. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.



**Active Hub**

- 1. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 2. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 3. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.
- 4. A new, modern, multi-use building, providing a space for community activities, including a cafe, a library, and a community room.

**What Happens Next?**

Following the successful completion of the public consultation, the next stage of the project will be to develop a detailed business case for the proposed development. This will involve a range of activities, including a detailed financial appraisal, a detailed environmental impact assessment, and a detailed social impact assessment. The business case will then be submitted to the Local Planning Authority for consideration and approval.

**When Will The Project Be Delivered?**

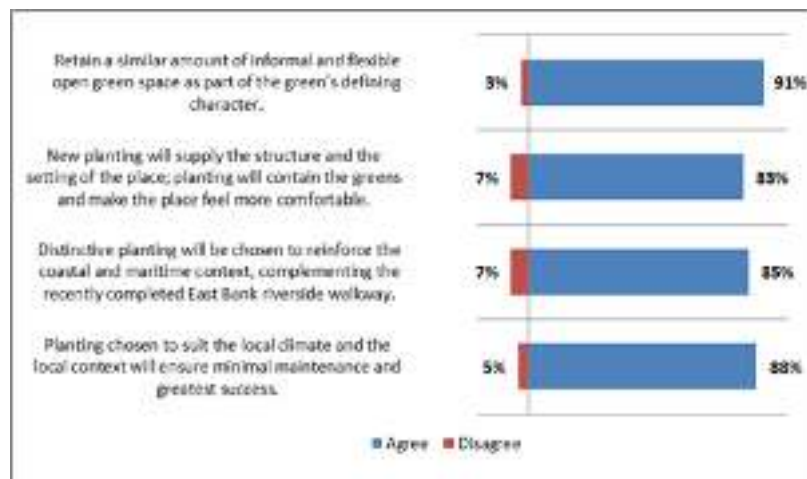
The proposed development is a complex project and will require a significant amount of time and resources to complete. The estimated completion date for the project is currently unknown, but it is expected to be completed within the next 12-18 months.

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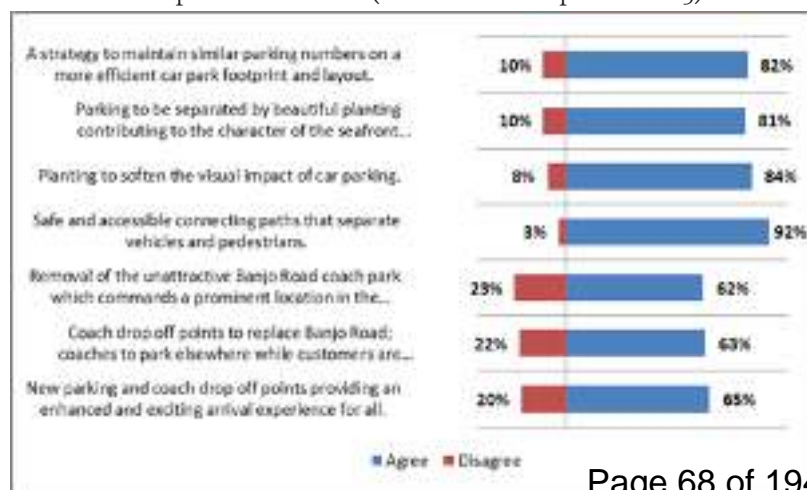
## 5.2 FEEDBACK

The results demonstrate an overwhelming support for the proposals shown by the tables below:

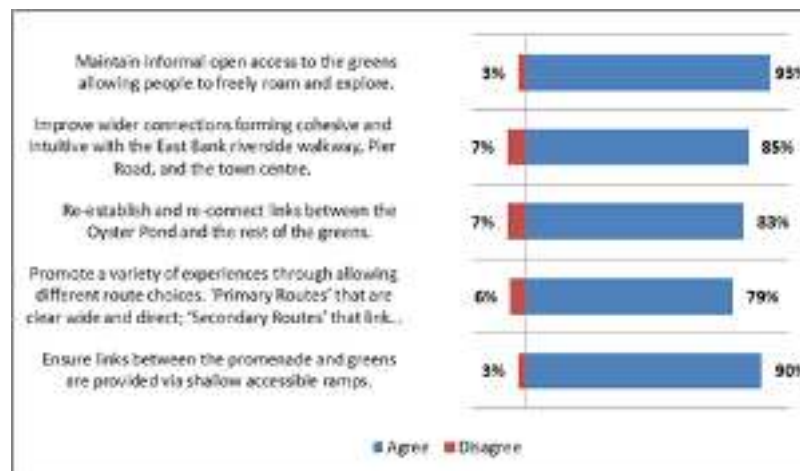
1. Agreement/disagreement with underlying proposals to “keep the greens green” (shown on board 2)



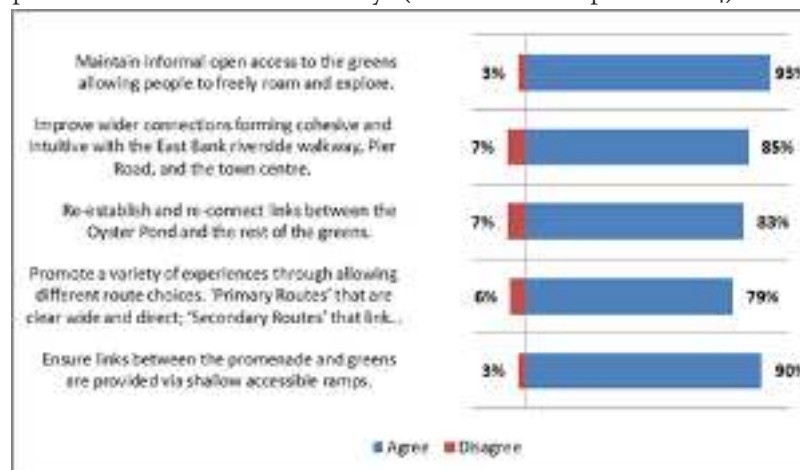
2. Agreement/disagreement with the underlying proposals to “lessen the impact of vehicles” (shown at the top of board 3)



3. Agreement/disagreement with the underlying proposals to design a “connected place” (shown at the bottom of board 3)

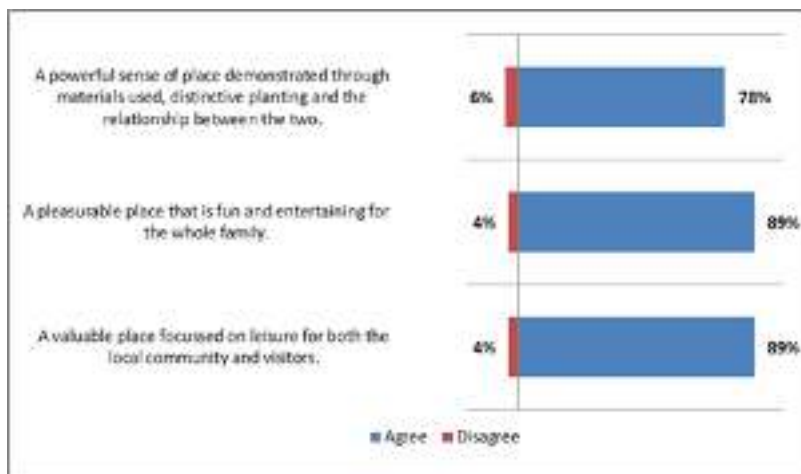


3. Agreement/disagreement with the underlying proposals to provide “comfort and sanctuary” (shown at the top of board 4)

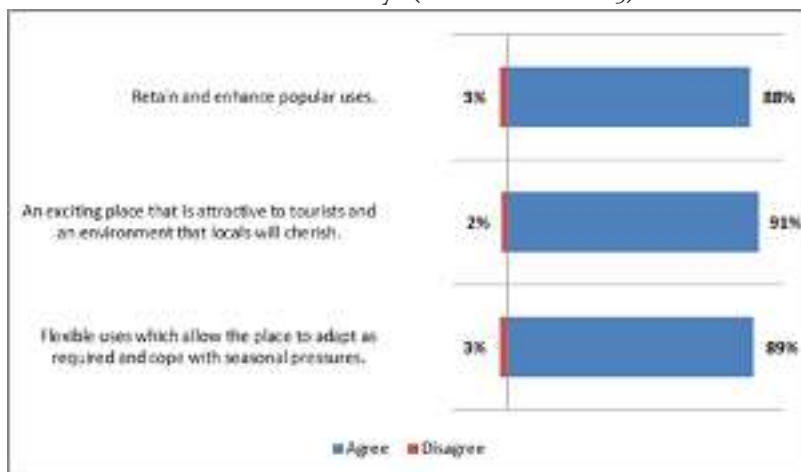




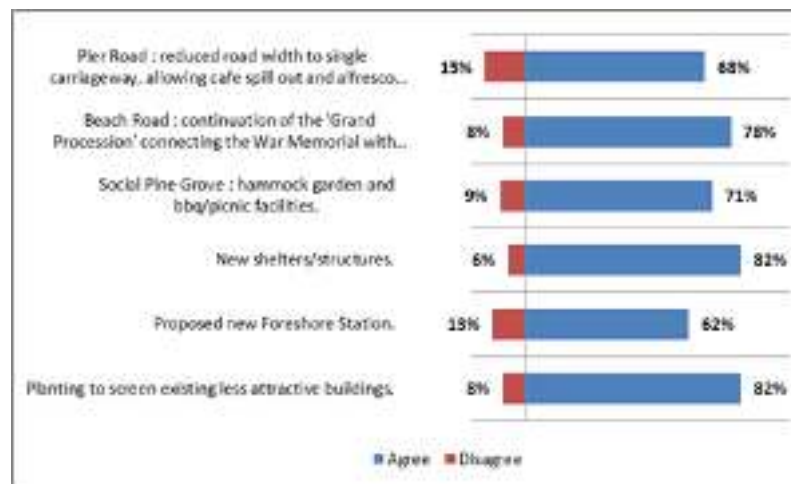
5. Agreement/disagreement with underlying proposals to provide a “defined identity” (shown at the bottom of board 4)



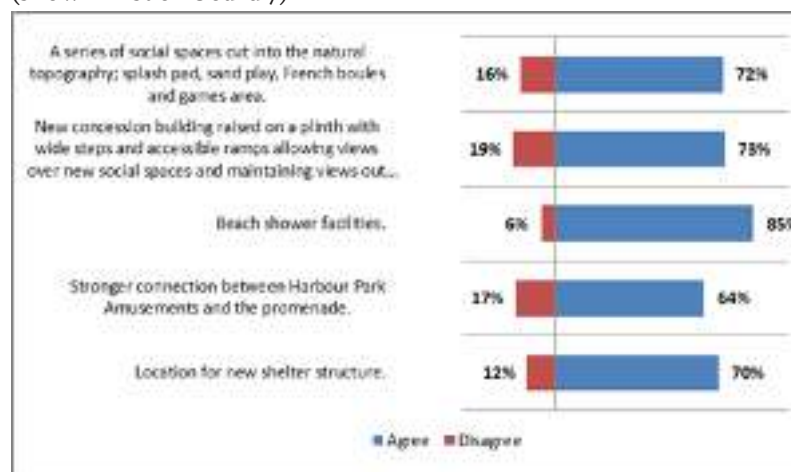
6. Agreement/disagreement with underlying proposals to “maximise use and functionality” (shown on board 5)



7. Agreement/disagreement with the concept for the overall seafront greens and promenade (shown on board 6)

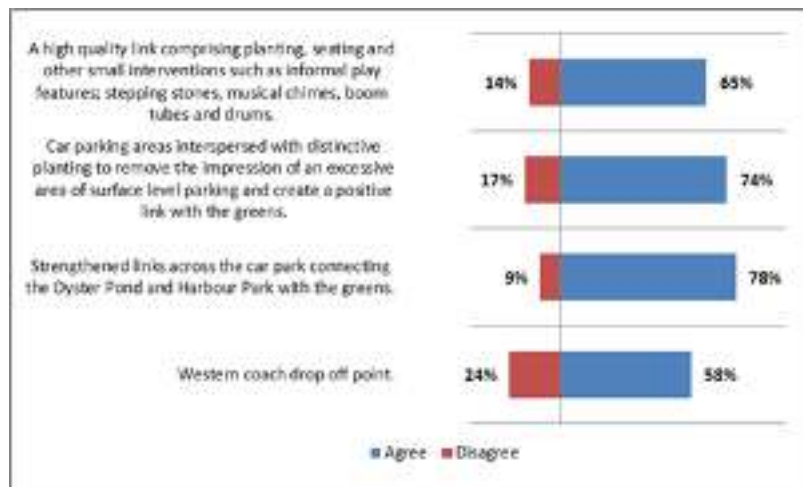


8. Agreement/disagreement with the concept for the ‘Social Hub’ (shown first on board 7)

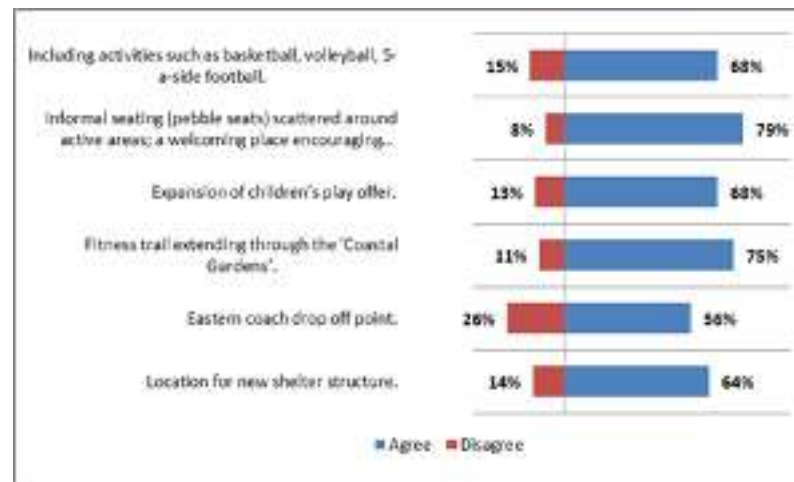


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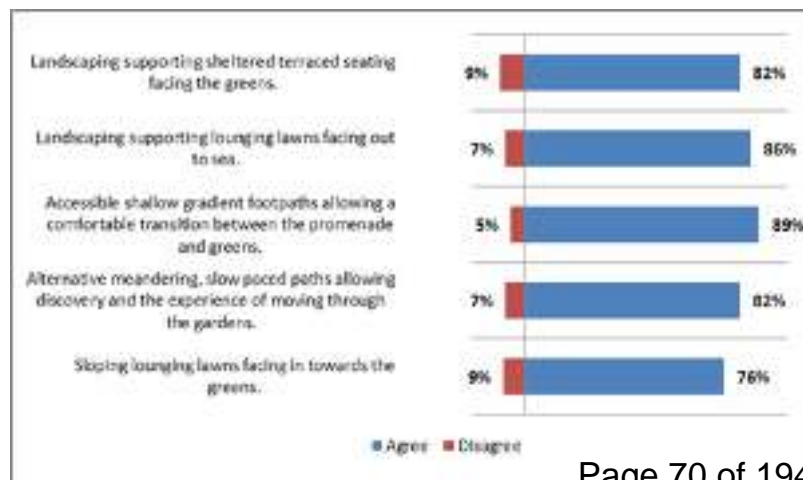
9. Agreement/disagreement with the concept for the 'Grand Procession' (shown second on board 7)



11. Agreement/disagreement with the concept for the 'Active Hub' (shown second on board 8)



10. Agreement/disagreement with the concept for the 'Coastal Gardens' (shown first on board 8)



A number of specific comments and/or shared concerns were raised by groups of individuals. Often recurrent comments were directed towards issues beyond the scope of this report and have therefore not been addressed at this stage, e.g:

“Where will coaches go if Banjo Road Car Park were removed?”

The intention through this project was to analyse the space in and around Banjo Road and explore what possibilities might be available through removing the surface level coach park. If this potential change was supported, which it is, then work would need to be completed at a later design stage to explore suitable alternatives that would work for the study area, visitors and coach operators. Banjo Road coach parking would not be removed unless suitable alternatives were found that was operationally and commercially viable for coach operators.

“Worry over the arrangement of car parking, coach drop off, parking numbers etc.”

The principles and illustrative concept demonstrate the broad thinking behind the approach; fragmenting the car parking with low planting, keeping parking numbers the same, coach drop off rather than coach park etc. Further detailed analysis and technical design at later design stages will determine the final arrangement of these components ensuring they meet the demands/needs of the various users and meet traffic guidelines/requirements.

“Not convinced by the style or design of the proposed concession buildings.”

At this stage the proposal seeks to determine support for the locations of new structures. All architectural features including any new shelters will form separate individual architectural briefs, the design of which will follow in subsequent design stages of the project.

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Other shared observations are fed into the final Landscape Masterplan which aims to resolve these issues or provide clarification on how these are addressed, some of these are shown below:

“More shelter structures along the seafront.”

“More seating with backrests along the promenade.”

“Allow servicing and appropriate access to concession buildings.”

“Do not impede views towards the East Beach Café from South Terrace.”

“More locations for temporary seasonal concessions.”

“Ensure materials chosen reflect Littlehampton’s seaside and maritime heritage, materials should be fit for purpose, weather well and not require excessive ongoing maintenance.”

“Ensure planting is suited to the environment and can survive the local climate.”

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# 6.0 SEAFRONT LANDSCAPE MASTERPLAN

## 6.1 THE RESULTANT SEAFRONT LANDSCAPE MASTERPLAN

The landscape masterplan demonstrates a culmination of the vision and concept, recognises the valuable community and stakeholder involvement and pulls these strands together in a final plan. However, this final plan should not be seen as an absolute fix, the landscape masterplan shows only one interpretation of the vision, concept and community engagement. The plan has been designed to be flexible and allow changes to occur if required through unforeseen pressures or opportunities. As long as the fundamentals of this study are adhered to then the project will be a fantastic success.

Importantly, the masterplan is organised in such a way that it can be developed in phases or as a programme of smaller projects to be explored in greater technical detail as and when funding or other opportunities arise.









- ① Informal and flexible lawn space
- ② Gently sloping lawns with views out to sea
- ③ Raised planting beds and integrated seating as part of the 'Grand Procession'
- ④ Continuation of planting, hard surface treatments and trees to connect with the town centre
- ⑤ Terraced bleacher seating, sheltered from wind, looking in towards Greens and Oyster Pond
- ⑥ Hammock garden within a pine tree grove
- ⑦ Community dining / picnic area / public BBQ area within a pine tree grove
- ⑧ Stage By The Sea spectator space with loungers and seating integrated with planting
- ⑨ Replacement of existing concession building, absorbing uses from the existing building, encompassing existing pumping station and providing new toilet facilities.
- ⑩ New beach shower facility or additional toilet facilities.
- ⑪ Location for additional commercial concession outlets
- ⑫ Social spaces
- ⑬ Trim Trail
- ⑭ Existing play area retained
- ⑮ Extended play area
- ⑯ Beach Sports
- ⑰ Western Coach Drop Off location
- ⑱ Reorganised car parking integrated with planting
- ⑲ Eastern Coach Drop Off location
- ⑳ Pier Road reduced to single carriageway; pavement extended to provide outside cafe seating opportunities
- ㉑ Improved connectivity between The Oyster Pond and greens



## NOTE:

For further detail on the Illustrative Landscape Masterplan refer to supplementary Drawing: 5100\_101SF

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## 6.2 INDICATIVE HARD SURFACE MATERIAL SELECTION

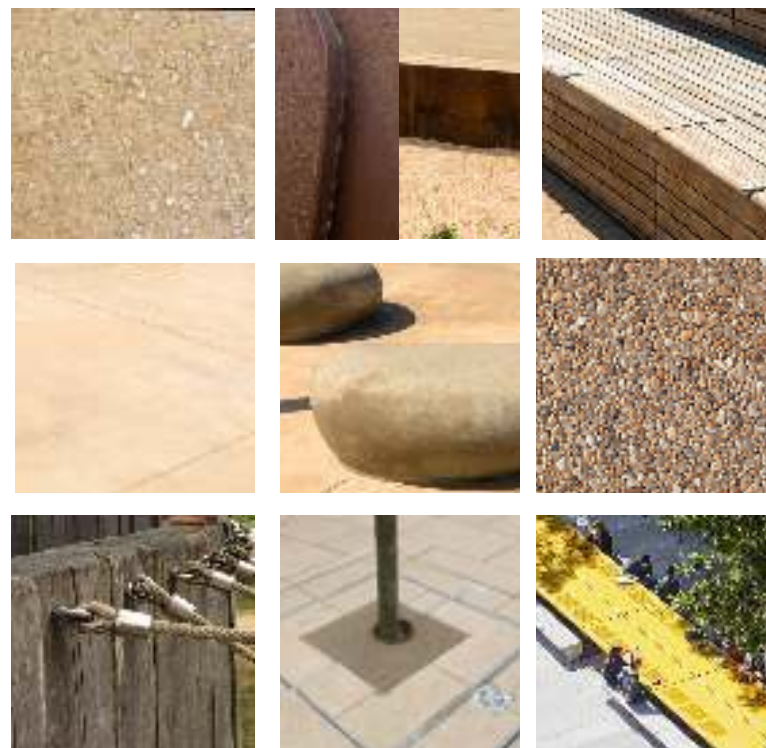
Shown is a selection of hard surface materials used in the proposals: All the materials selected have been carefully chosen to compliment both the natural and built surroundings and provide unified, coherent and high quality environment.

Materials have been chosen for their robustness and suitability to the varied and often challenging local climate. Materials will either weather naturally displaying richness through the patina of aging or require minimal ongoing maintenance.

A clear indicator on the suitability of these materials is shown throughout the nearby completed East Bank Riverside Walkway that connects with the study area. The popular and successful scheme was the primary driver and inspiration of hard surface choice for this project.

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Self binding gravel (footpath grade and as planting mulch)	Corten steel edging	Untreated timber to match the east Bank riverside Walkway
In-situ concrete	Precast concrete with acid etched surface finish	Resin bound gravel
Untreated timber, ropes and nets to all additional play facilities	Stainless Steel Recessed Tree Grille	Distinctive and consistent colour accent for all special items and features - Powder coated marine grade steel





### 6.3 PLANTING CONCEPT

Plants have been carefully chosen for their salt and wind tolerance and are hardy species. Typically, the planting has been chosen for its coastal/maritime attributes which tend to be drought resistant and will be suited to this specific climate so should naturally thrive. Many of the species will be self-seeding, colonising or spreading plants (much like the East Bank) so theoretically should be able to be planted at reasonably low density and should eventually fill the planting areas over time.

No planting is 'No Maintenance' with an approach such as this ground teams would need to occasionally thin planting/divide clump forming plants etc. The aim will be to eliminate the need for excessive watering/care and ongoing intensive maintenance.

There are three separate planting typologies which will have defining roles and qualities but will fundamentally hang together as a distinct and coherent family throughout the Seafront Greens.

#### 6.3.1 INDICATIVE TREE SPECIES SELECTION



Pinus pinaster



Sorbus aria

- Grand Procession
- Edge Planting
- Coastal Gardens



6.3.2 GRAND PROCESSION INDICATIVE SPECIES LIST

- To interpret a ‘spontaneous’ coastal planting arrangement (naturalistic, not formal), where there is not a continuous cover of plants and plants appear sporadically as if they have naturally colonised.
- Plant species have been chosen because they are either typical of the West Sussex coastline (indeed are already growing on the beach) or evoke a seaside character.
- Bright colours have been chosen to lead people along the Grand Procession to the sea front.
- Species chosen provide colour throughout the year to enrich seasonal interest providing a continuity of vibrancy.
- To introduce biodiversity and benefits for wildlife.
- It will require minimal on-going maintenance.

Indicative species selection



<i>Deschampsia cespitosa</i> ‘Goldtau’	<i>Echinacea</i> ‘Art’s Pride’	<i>Leucanthemum vulgare</i>	<i>Honckeyna peploides</i>
<i>Eryngium planum</i>	<i>Euphorbia myrsinites</i>	<i>Nasella tenuissima</i>	<i>Lychnis coronaria</i>
<i>Rudbeckia fulgida</i> var. <i>sullivantii</i> ‘Goldsturm’	<i>Silene maritima</i>	<i>Verbena rigida</i>	<i>Kniphofia</i> ‘Alcazar’
<i>Helenium</i> ‘Moerheim Beauty’	<i>Stipa arundinacea</i>	<i>Achillea</i> ‘Credo’	<i>Nepeta</i> ‘Six Hills Giant’





6.3.3 EDGE PLANTING INDICATIVE SPECIES LIST

- To interpret a ‘spontaneous’ coastal planting arrangement (naturalistic, not formal), where there is not a continuous cover of plants and plants appear sporadically as if they have naturally colonised.
- Plant species have been chosen because they are either typical of the West Sussex coastline (indeed are already growing on the beach) or evoke a seaside character.
- Low mounding species create structure throughout the year.
- A muted palette with more emphasis on seaside grasses gives an authentic coastal experience.
- Planting is integrated with strategically placed natural stone features as edge restraint to limit vehicular access to the greens.
- It will require minimal on-going maintenance.

Indicative species selection



Crambe maritima	Deschampsia cespitosa 'Goldtau'	Glaucium flavum	Achillea 'Crede'
Silene maritima	Euphorbia myrsinites	Anthemis cupaniana	Festuca amethystina
Kniphofia 'Alcazar'	Santolina pinnata subsp. neapolitana	Sedum album	Nepeta 'Six Hills Giant'
Nasella tenuissima	Ulex europaeus	Cakile maritima	Eryngium maritimum



6.3.4 COASTAL GARDENS INDICATIVE SPECIES LIST

- To interpret a ‘spontaneous’ coastal planting arrangement (naturalistic, not formal), where there is not a continuous cover of plants and plants appear sporadically as if they have naturally colonised.
- Plant species have been chosen because they are either typical of the West Sussex coastline (indeed are already growing on the beach) or evoke a seaside character.
- Bold grasses create large swathes with accents of colour dotted through to give seasonal interest.
- Species have been chosen for coastal tolerance and to add rich biodiversity to the site.
- It will require minimal on-going maintenance.

Indicative species selection



<i>Deschampsia cespitosa</i> ‘Goldtau’	<i>Echinacea</i> ‘Art’s Pride’	<i>Eryngium giganteum</i> ‘Silver Ghost’	<i>Lychnis coronaria</i>
<i>Eryngium agavifolium</i>	<i>Gaura lindheimeri</i>	<i>Molinia caerulea</i> ‘Poul Petersen’	<i>Brachyglottis senecio</i> ‘Sunshine’
<i>Sanguisorba officinalis</i>	<i>Euphorbia</i> ‘Blue Haze’	<i>Kniphofia</i> ‘Alcazar’	<i>Nepeta</i> ‘Six Hills Giant’
<i>Rosa</i> ‘Schneezwerg’	<i>Phlomis russeliana</i>	<i>Rudbeckia fulgida</i> var. <i>sullivantii</i> ‘Goldsturm’	<i>Anthemis cupaniana</i>







# 7.0 NEXT STEPS

## 7.1 OVERVIEW OF NEXT STEPS

Should the proposals set out in this study be supported by the Littlehampton Regeneration Sub-Committee (LRSC) and ratified by Full Council on 12th July 2017. Officers will develop a work plan and provide an annual progress report to the Littlehampton Regeneration Sub-Committee

The realisation of this project is dependent on successful sourcing of external funding, although smaller interventions may be achieved commercially through partnerships and/or through existing council budgets. Support for the design principles will enable the council to apply for external funding to develop any of the seafront project proposals.

Other issues and considerations may include:

- Some proposals may involve land ownership and legal agreements which may be required between WSCC, key Stakeholders, Duke of Norfolk Estate and the Council.
- Covenants and leasehold agreements that may impact on some of the proposed development opportunities.
- Although some smaller inventions can be achieved in the short term, significant enhancements as demonstrated by the proposals will be achieved over the long term.

## 7.2 SUMMARY OF KEY WATCH POINTS

Watch Point	Description
① New Structures and Architecture	This report does not explore in detail the design of the architectural elements and only demonstrates appropriate locations for such features. All shelters and built form will require development at later stages and will be established through separate architectural briefs.
② Vehicular access and movement	All vehicular access in relation to new car park layouts and coach drop off points are shown for illustrative purposes and demonstrate the principles of how these places function. Further detailed analysis and technical design development by appropriate professional specialists will be required to resolve the final arrangement of these spaces.
③ Removal of Banjo Road Coach Parking	The removal of Banjo Road coach park has been tested for popularity through stakeholder and community engagement and to demonstrate the potential enhancement for this part of the study area. Additional testing will be required to understand any economic implications on its removal and a suitable alternative coach park will need to be identified to relocate this function.
④ Reduction of carriageway to one-way along Pier Road	The report demonstrates the potential for increasing the footpath width along the east of Pier Road to accommodate space for alfresco dining relating to the eateries within this space, the purpose is to illustrate this as a desirable aspiration. This will need to be considered as part of the wider transport network, detailed analysis and technical design developed by appropriate professional specialists will be required to ensure its viability.
⑤ Improved connection along Beach Road	Part of the proposal illustrates an enhanced link along Beach Road that improves connections between the study area and the town centre. This component comprises a more generous footpath and planting which will inevitably encroach into the existing carriageway. Our illustrative layout demonstrates no change to street parking or vehicular movement but detailed analysis and technical design developed by appropriate professional specialists will be required to ensure this street still works as desired.





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# Survey results:

## Littlehampton Seafront Public Realm Improvements Survey Report

April 2017



## 1. BACKGROUND

- 1.1 Arun District Council appointed landscape consultancy LDA Design to create conceptual public realm designs to improve the appeal, connectivity, look and feel of Littlehampton town centre. The project study area includes: Littlehampton seafront greens; promenade; parts of Pier Road and Beach Road.
- 1.2 Following a series of focus groups in July 2016 with stakeholders (including community groups, local businesses and Town, District and County Councillors) conceptual designs were created in the form of eight exhibition boards. These were used at manned and unmanned public exhibitions as well as being available on the ADC website. Consultation questions were based on these boards. The paper questionnaire guided survey respondents to which exhibition board each question referred; online questionnaires included links to electronic versions of the boards.
- 1.3 The consultation period ran from 8<sup>th</sup> to 29<sup>th</sup> March 2017 and was promoted in the following ways:
- An unmanned exhibition in Arun Civic Centre Reception for the duration of the consultation period (23% of survey respondents visited this)
  - A manned exhibition between 23<sup>rd</sup> and 25<sup>th</sup> March inclusive at the Look and Sea Centre, Littlehampton (33% of survey respondents attended this)
  - The local press, including a half page article with photos in the Littlehampton Gazette on 16<sup>th</sup> March (page 8)
  - Social media (Facebook, Twitter etc)
  - Arun District Council's website and staff intranet
  - The Council currently does not have a residents' consultation panel, however as part of a recent survey, respondents were asked if they would be interested in participating in consultation with Arun. 92 respondents who expressed interest were sent a link to this survey
  - The Littlehampton Academy ran the consultation with their students
- 1.4 292 survey responses were received<sup>1</sup>. 106 via PC/laptop, 31 via tablet computer, 65 via smartphone, and 90 as paper questionnaires.

**Table 1 – Survey format used by respondent age group**

	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
Paper version [Base: 90]	31%	5%	17%	51%
PC/laptop version [Base: 106]	36%	28%	45%	34%
Tablet computer version [Base: 31]	11%	10%	11%	11%
Smartphone version [Base: 65]	22%	57%	26%	5%

- 1.5 Table 1 illustrates the importance of providing a range of survey formats in order to attract responses from all ages. 95% of responses from under 35s were via electronic formats, with nearly 60% using a smartphone; in contrast, more than half of responses from 55+ year olds were paper-based, with just 5% using a smartphone.

<sup>1</sup> This is subject to a maximum standard error of +/-5.7% at the 95% confidence level on an observed statistic of 50%. Thus we can be 95% confident that if the whole population had responded the actual figure would lie between 44.3% and 55.7%.



## 2. EXECUTIVE SUMMARY

- 2.1 There are high levels of agreement with each of four proposals on “keeping the greens green”, ranging from 91% to 83%.  
*“Keeping the open space of the Green is vital. Unique to Littlehampton.”*
- 2.2 Proposals to “lessen the impact of vehicles” receive a more mixed response. Four of the seven proposals receive responses ranging from 92% to 81% agreement, however three proposals receive lower levels of agreement: ‘removal of the unattractive Banjo Road coach park..’ (62% in agreement); ‘coach drop off points to replace Banjo Road..’ (63% agreement); ‘new parking and coach drop off points..’ (65% agreement). Younger respondents are more likely than average to disagree with the removal of the Banjo Road coach park.  
*“Banjo Road is ideal for coaches and vans. People can get back to their coaches when they want with no coaches continuing back and forth through the town. It is ideal for school parties. If we make it difficult for coach drivers they won't come here at all.”*
- 2.3 There are high levels of agreement with each of five proposals to ensure “a connected place, ranging from 93% to 79%.
- 2.4 Proposals to provide “comfort and sanctuary” also receive high levels of agreement, ranging from 90% to 75%.  
*“Need shelters that are actual shelters.”*
- 2.5 Agreement with proposals to provide a “defined identity” range from 89% to 78%.
- 2.6 Agreement with proposals to “maximise use and functionality” range from 91% to 88%.
- 2.7 Views were more mixed on ideas for the overall seafront greens and promenade. Agreement ranges from 82% to 62%; the lowest agreement is with ‘Pier Road, reduced road width the single carriageway allowing cafe spill out and alfresco dining experiences’ (68% in agreement), and ‘proposed new foreshore station’ (62% agreement)<sup>2</sup>. Younger respondents are more likely than average to disagree with the Pier Road proposals.  
*“Alfresco dining experiences’ - not such a good idea with pollution from traffic, albeit one way.”*
- 2.8 Agreement with the concept for the ‘Social Hub’ range from 85% to 64%. The lowest agreement (64%) is for ‘connections with Harbour Park and the prom’.  
*“A splash pad would be excellent for children. The one in Worthing is a very good example.”*
- 2.9 Agreement with the concept for the ‘Grand Procession’ range from 78% to 58%. The lowest agreement is for the ‘western coach drop off point’.

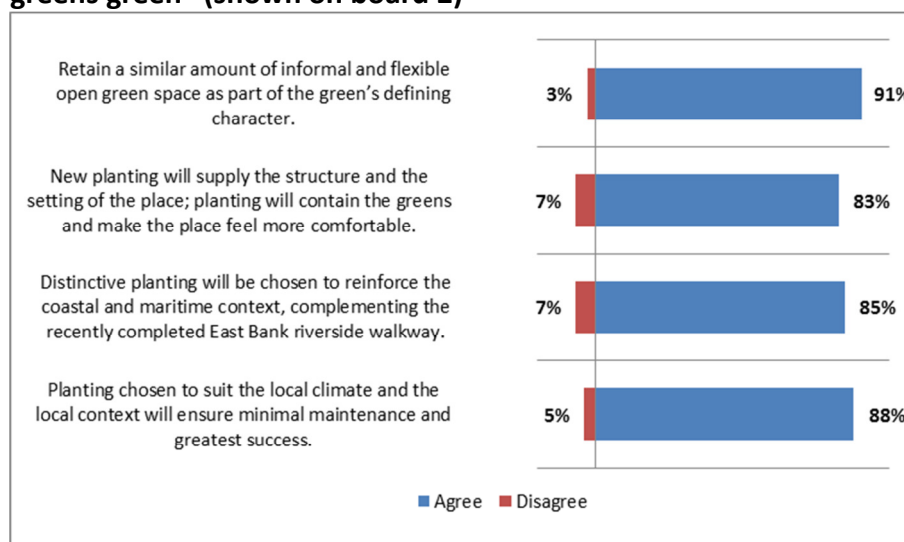
<sup>2</sup> N.B. evidence that some respondents confused the Foreshore Station with the HM Coastguard station.

- 2.10 Agreement with the concept for the 'Performance Space' range from 82% to 62%. The lowest agreement is for the 'provision for new concessions'.
- 2.11 Agreement with the concept for the 'Coastal Gardens' range from 89% to 76%.
- 2.12 Agreement with the concept for the 'Active Hub' range from 79% to 56%. The lowest agreement is for the 'eastern coach drop off point'.
- 2.13 Whilst just over half (58%) of respondents would like to see more than five organised events on the green each year, nearly three quarters of respondents aged 35 to 54 would like to see this happen. A third would like to see five organised events, as at present. Favourite types of event mentioned include: concerts; exhibitions; fairs/markets; sports events; nautical themed events; transport themed events; dog shows; circuses, etc.
- 2.14 At the end of the survey, respondents were invited to add any further comments. They took this opportunity to provide a summary of their overall views, a few of which are shown below:
- Broadly positive
- "A wonderful opportunity to improve a valuable piece of open space on the seafront. It will make Littlehampton stand out from other local seaside locations. Hope it gets the funding!"*
- "The river walkway is fantastic, if the proposed scheme is carried out to that standard it will be an incredible place to visit and live."*
- Broadly negative
- "Tourism is a major income and should be preserved. We have sandy beaches and a generally safe environment. Do not spoil it by trying to modernise. Let visitors and locals enjoy it as it is."*
- 2.15 Perhaps surprisingly, younger respondents (those under 35) are less likely than average to agree with a number the proposals and concepts put forward for consideration (this is highlighted in the main body of this report). There is no clear reason why this is the case and merits further investigation.

### 3. KEY FINDINGS

- 3.1 Exhibition board 1 provides an introduction to the project. Respondents were asked to view this board as it explains the reasons for the project, the previous consultation, and highlights the proposed study area. There were no questions specifically relating to this board; the survey questions relate to boards 2 to 8.
- 3.2.1 Survey question 1 (exhibition board 2) asks respondents whether they agree or disagree with a number of underlying proposals on “keeping the greens green”. Chart 1 below highlights the high level of agreement with each of these proposals, ranging from 91% agreeing with ‘retaining a similar amount of informal and flexible open green space as part of the green’s defining character’ down to 83% agreeing with ‘new planting will supply the structure and the setting of the place; planting will contain the greens and make the place feel more comfortable’. The chart also shows percentages who disagree with each proposal<sup>3</sup> - which is 7% or less for these proposals.

**Chart 1 – (Q1) Agreement/disagreement with underlying proposals to “keep the greens green” (shown on board 2)**



- 3.2.2 Full cross tabulations have been produced and are available on request. Analysis shows that the main differences in views tend to be by age of respondent, therefore tables 2 to 7 in this report show percentages agreeing split by broad age group<sup>4</sup>.

<sup>3</sup> For charts 1 to 12, the percentages who agree and who disagree do not add up to 100% - the balance is accounted for by those who ticked ‘undecided’ and the very small percentage who did not provide a response.

<sup>4</sup> Where other factors appear to be significant, these are referred to in the text of the report.



- 3.2.3 Table 2 shows views split by age group on underlying proposals to “keep the greens green”. The greatest variation from the total response is the high level of agreement by 35 to 54 year olds with the new planting proposal (91% cf. 83% for all).

**Table 2 – (Q1) Do you agree or disagree with the following underlying proposals to “keep the greens green” (shown on board 2)?**

Percentage “agree”	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
Retain a similar amount of informal and flexible open green space as part of the green’s defining character.	91%	90%	88%	94%
New planting will supply the structure and the setting of the place; planting will contain the greens and make the place feel more comfortable.	83%	82%	91%	78%
Distinctive planting will be chosen to reinforce the coastal and maritime context, complementing the recently completed East Bank riverside walkway.	85%	85%	90%	82%
Planting chosen to suit the local climate and the local context will ensure minimal maintenance and greatest success.	88%	89%	94%	84%

- 3.2.4 83 respondents provided their views on these proposals (question 2). These are shown in full in the appendix.

- 3.2.5 A selection of responses is shown below:

**Retain a similar amount of open green space**

*“Keeping the open space of the Green is vital. Unique to Littlehampton.”*

**New planting to supply structure, containing them and making the place feel more comfortable**

*“Not sure about “contain” the greens - they feel open and spacious. It would be a shame to lose that.”*

*“Planting will spoil the present atmosphere of the open space.”*

**Distinctive planting to reinforce the coastal and maritime context**

*“If it looks as good as the east bank, it’ll be lovely.”*

*“Sympathetic planting with subtle colours will greatly enhance the ambience of the beach area which can appear stark and dull.”*

**Planting to suit local climate and ensure minimal maintenance**

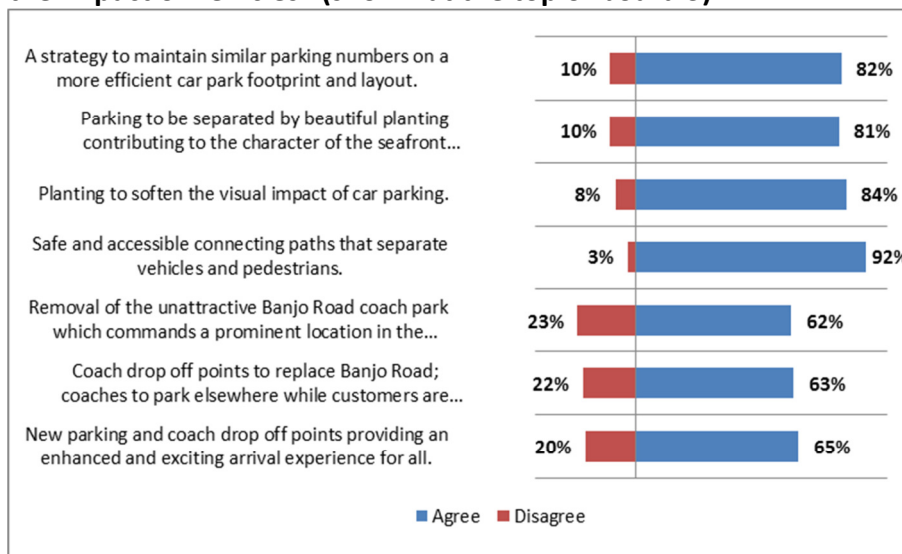
*“Be aware to the fact that trees have to really tolerate wind/salt air/sand blasting, or they will end up looking very sad very quickly.”*

*“Minimal maintenance of planting is important.”*

- 3.3.1 The top of exhibition board 3 covers proposals to “lessen the impact of vehicles”. The accompanying question asks respondents whether they agree or disagree with these. Chart 2 highlights the high level of agreement (80%+) with four of the seven proposals; the highest being the 92% agreeing with ‘safe and accessible connections that separate vehicles and pedestrians’. However three proposals receive lower levels of agreement (with fewer than 2 in 3 respondents agreeing). These were: ‘removal of the unattractive Banjo Road coach park.....’ (62% in agreement); ‘coach

drop off points to replace Banjo Road.....' (63% in agreement); 'new parking and coach drop off points.....' (65% in agreement).

**Chart 2 – (Q3) Agreement/disagreement with the underlying proposals to "lessen the impact of vehicles" (shown at the top of board 3)<sup>5</sup>**



3.3.2 Table 3 shows a number of quite dramatic differences in views by age group. Worth special mention is the finding that fewer than half of under 35 respondents agree with 'removal of the unattractive Banjo Road coach park.....' (41% in agreement, and just 33% of 16-24 year olds responding); 'coach drop off points to replace Banjo Road.....' (44% in agreement, and just 36% of 16-24 year olds); and 'new parking and coach drop off points.....' (46% in agreement, and just 39% of 16-24 year olds). 49% of the under 35 age group **disagree** with the removal of the Banjo Road coach park (55% of 16-14 year olds). Overall, male respondents are more likely than female respondents to agree with the removal of Banjo Road (67% cf 59%).

**Table 3 – (Q3) Do you agree or disagree with the following underlying proposals to "lessen the impact of vehicles" (shown at the top of board 3)?**

Percentage "agree"	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
A strategy to maintain similar parking numbers on a more efficient car park footprint and layout.	82%	77%	74%	89%
Parking to be separated by beautiful planting contributing to the character of the seafront greens. An attractive asset, not an ugly necessity.	81%	67%	89%	82%
Planting to soften the visual impact of car parking.	84%	79%	92%	81%
Safe and accessible connecting paths that separate vehicles and pedestrians.	92%	92%	97%	90%
Removal of the unattractive Banjo Road coach park which commands a prominent location in the centre of the greens, disrupts positive active uses, and diminishes the quality and success of neighbouring assets.	62%	41%	65%	70%
Coach drop off points to replace Banjo Road; coaches to park elsewhere while customers are enjoying the greens and seafront.	63%	44%	67%	68%
New parking and coach drop off points providing an enhanced and exciting arrival experience for all.	65%	46%	72%	69%

<sup>5</sup> Please note that percentages for agree + disagree do not add up to 100% as charts do not show % undecided

3.3.3 132 respondents provided their views on these objectives (question 4). These are shown in full in the appendix.

3.3.4 A selection of responses is shown below:

**Maintain similar parking numbers on a more efficient car park footprint/layout**

*“Increase visitor parking to take pressure off street parking. Most people travel by car.”*

*“The number of parking areas and spaces need to be maintained and the proposals appear to do this.”*

**Parking to be separated by planting contributing to the character of the greens**

*“The "open" car parks facing the seafront form an ugly, characterless impact visually. They very much need to be "broken up", whether it's with planting, informal structures, etc”*

**Planting to soften visual impact of car parking**

*“All this planting will need maintenance, which can't be afforded.”*

*“Cars and car parks are never attractive features and your proposals are very sensible.”*

**Removal of Banjo Road coach park**

*“Agree with the recommendation to remove Banjo Road - it separates east and west Green and provides a barrier to continuity of events on the sea front.”*

*“Banjo Road car park currently detracts from Stage by the Sea and currently creates a focal point at dusk/after dark for young people in cars to gather, at times, undesirably.”*

*“Banjo Road is ideal for coaches and vans. People can get back to their coaches when they want with no coaches continuing back and forth through the town. It is ideal for school parties. If we make it difficult for coach drivers they won't come here at all.”*

*“What is the purpose of removing coach parking, do you intend to reduce the number of tourists that we already get? Who will be seeing this new development if we no longer get visitors?”*

**Coach drop off points to replace Banjo Road; coaches to park elsewhere**

*“Drop off points are downright dangerous.”*

*“Happy for Banjo Road car park to be removed provided alternative all day coach parking is provided elsewhere. The roads of Littlehampton get very busy during the summer and if there is nowhere for coaches to park for the day it may put off operators coming to Littlehampton.”*

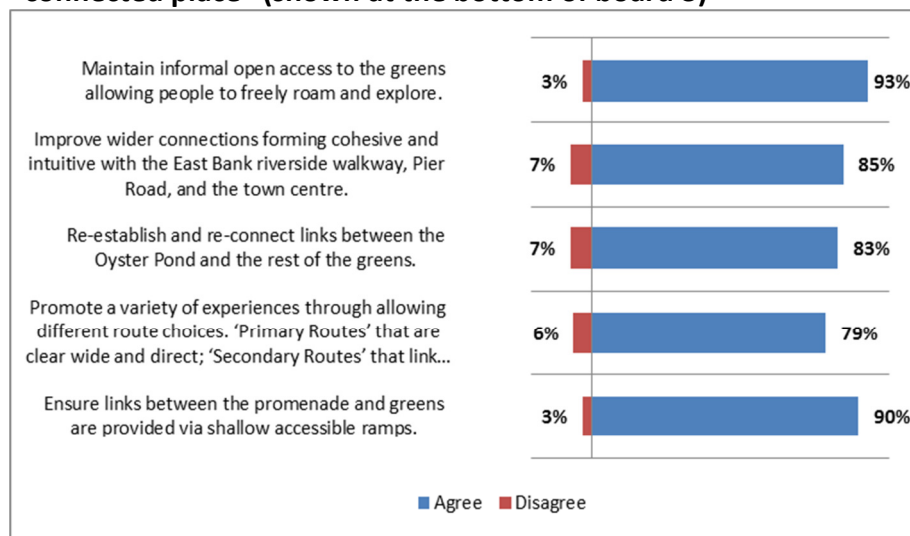
*“I believe coaches will stop putting Littlehampton on their summer schedules and pick somewhere else where they can park and stay.”*

3.4.1 The bottom of exhibition board 3 covers proposals to ensure “a connected place”. Question 5 asks respondents whether they agree or disagree with these. Chart 3 below shows the level of agreement with each proposal, ranging from 93% agreeing



with ‘maintain informal open access to the greens allowing people to freely roam and explore’ down to 79% agreeing with ‘promote a variety of experiences through allowing different route choices.....’.

**Chart 3 – (Q5) Agreement/disagreement with the underlying proposals to design a "connected place" (shown at the bottom of board 3)**



3.4.2 Table 4 shows little difference between views by age group.

**Table 4 - (Q5) Do you agree or disagree with the following underlying proposals to design a "connected place" (shown at the bottom of board 3)?**

Percentage "agree"	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
Maintain informal open access to the greens allowing people to freely roam and explore.	93%	92%	93%	95%
Improve wider connections forming cohesive and intuitive with the East Bank riverside walkway, Pier Road, and the town centre.	85%	85%	89%	82%
Re-establish and re-connect links between the Oyster Pond and the rest of the greens.	83%	84%	84%	82%
Promote a variety of experiences through allowing different route choices. 'Primary Routes' that are clear wide and direct; 'Secondary Routes' that link defined uses; and 'Tertiary Routes' that offer alternative meandering, slow paced enjoyment. i.e. a journey through gardens.	79%	80%	83%	77%
Ensure links between the promenade and greens are provided via shallow accessible ramps.	90%	90%	94%	89%

3.4.3 60 respondents provided their views on these objectives (question 6). These are shown in full in the appendix.

3.4.4 A selection of responses is shown below:

**Open access to the greens**

*"I don't like spaces that are too contrived. You need to retain the ability to roam freely, not limit people to paths."*

**Links with East Bank riverside walk, Pier Road, and town centre**

*“I agree that a better link between the car park and the riverside via the car park is a good idea, people don't realise it is there and gravitate straight to the seafront instead.”*

*“We need a clear well maintained, attractive route between town and sea and river, which these plans in totality provide.”*

**Links with Oyster Pond**

*“I like the separate feel of the oyster pond, gives it a relaxed atmosphere.”*

**Different route choices**

*“I like the idea of paths with visual effects/plants etc for walking around the area, much more enjoyable than walking around a plain green field.”*

*“Too much division with paths would spoil the overall appeal of the green and create additional maintenance costs.”*

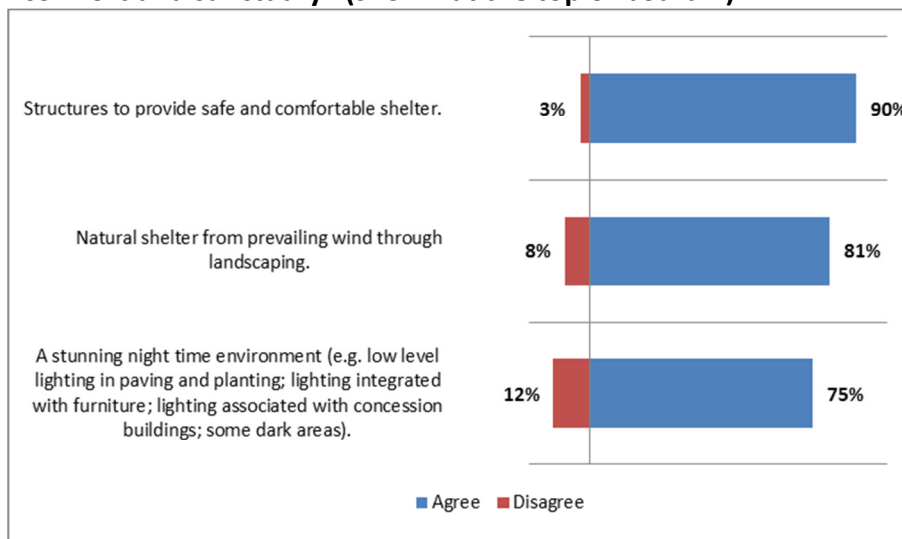
**Other**

*“We have a dated seafront. These proposals are well thought out and excellently designed. They will benefit residents and visitors. I am excited by the prospect of them being constructed and built.”*

*“Why spoil a pleasant open space, of which there are so few?”*

- 3.5.1 The top of exhibition board 4 covers proposals to provide “comfort and sanctuary”. Question 7 asks respondents whether they agree or disagree with these. Chart 4 highlights the high level of agreement with each, ranging from 90% for ‘structures to provide safe and comfortable shelter’, to 75% for ‘a stunning night time environment...’.

**Chart 4 – (Q7) Agreement/disagreement with the underlying proposals to provide "comfort and sanctuary" (shown at the top of board 4)**



- 3.5.2 Table 5 shows that 55+ year olds are less likely to agree with proposals for ‘a stunning night time environment’.

**Table 5 – (Q7) Do you agree or disagree with the following underlying proposals to provide "comfort and sanctuary" (shown at the top of board 4)?**

Percentage “agree”	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
Structures to provide safe and comfortable shelter.	90%	87%	91%	92%
Natural shelter from prevailing wind through landscaping.	81%	77%	83%	82%
A stunning night time environment (e.g. low level lighting in paving and planting; lighting integrated with furniture; lighting associated with concession buildings; some dark areas).	75%	89%	83%	65%

- 3.5.3 112 respondents provided their views on these proposals (question 8). These are shown in full in the appendix.

- 3.5.4 A selection of responses is shown below:

**Structures to provide safe and comfortable shelter**

*“But these do not need to provide sanctuary for the local drunks and layabouts and the nocturnal hooligans.”*

*“Need shelters that are actual shelters.”*

*“Structures safe from vandalism a priority.”*

**Natural shelter through landscaping**

*“Our prevailing south westerly and westerly winds mean the need for proper constructed shelters, not only natural ones.”*

**A stunning night time environment (e.g. lighting (with some dark areas))**

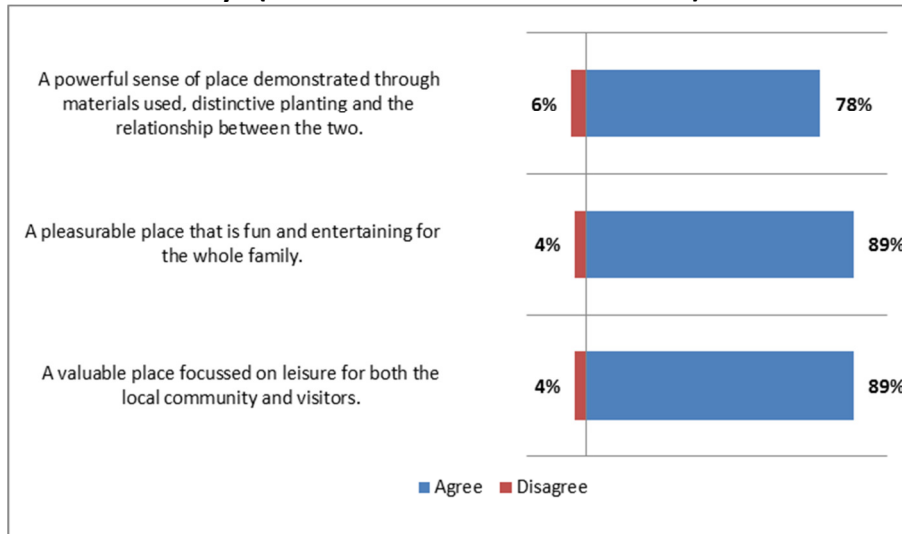
*“If a 'stunning night time environment' is being provided to attract residents and visitors, please confirm all seafront public toilets will remain open at night.”*

*“Not sure on lighting, unless there are activities or concessions open at night to provide a "reason" to go to the area.”*

- 3.6.1 The foot of exhibition board 4 covers proposals to provide a “defined identity.” Question 9 asks respondents whether they agree or disagree with each of these. Chart 5 highlights the high level of agreement for most, ranging from 89% agreeing with ‘a valuable place focussed on leisure for both the local community and visitors’ and ‘a pleasurable place that is fun and entertaining for the whole family’ down to 78% agreeing with ‘a powerful sense of place demonstrated through materials used, distinctive planting and the relationship between the two’.



**Chart 5 – (Q9) Agreement/disagreement with underlying proposals to provide a "defined identity" (shown at the bottom of board 4)**



3.6.2 Table 6 shows respondents aged under 35 are less likely than those aged 35 to 54 to agree with any of these proposals, particularly ‘a valuable place focussed on leisure for both the local community and visitors’ (82% cf. 94%).

**Table 6 – (Q9) Do you agree or disagree with the following underlying proposals to provide a "defined identity" (shown at the bottom of board 4)?**

Percentage "agree"	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
A powerful sense of place demonstrated through materials used, distinctive planting and the relationship between the two.	78%	75%	82%	77%
A pleasurable place that is fun and entertaining for the whole family.	89%	85%	94%	88%
A valuable place focussed on leisure for both the local community and visitors.	89%	82%	94%	90%

3.6.3 62 respondents provided their views on these proposals (question 10). These are shown in full in the appendix.

3.6.4 A selection of responses is shown below:

**Sense of place – material use; distinctive planting**

*“Littlehampton's charm is as an old-fashioned seaside resort. We don't want anything too aggressively modern which will soon go out of fashion.”*

*“Materials should be picked remembering that they will weather in time so ADC would need to ensure a sufficient fund is available to maintain this.”*

*“Remember Littlehampton's seaside and maritime heritage, so materials used do not 'jar' with that heritage.”*

**Fun and entertaining for the whole family**

*“It already is a pleasurable place for family and friends. It is why generations keep returning.”*

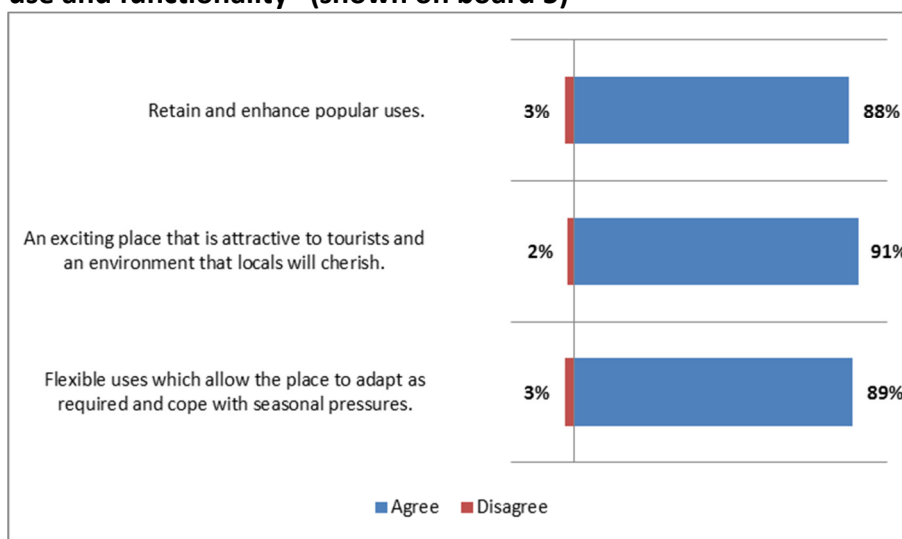
**Leisure for both locals and visitors**

*“We need a seafront that caters for tourists in summer but also appeals to locals during the off season, as currently it is dead during the autumn/winter/spring months.”*

*“What about local parking issues, do we want to attract more people to the area when parking is already impossible?”*

- 3.7.1 Exhibition board 5 covers proposals for the “maximising of use and functionality”. Question 11 asks respondents whether they agree or disagree with each of these. Chart 6 highlights the very high level of agreement with each, all around 90% agreement.

**Chart 6 – (Q11) Agreement/disagreement with underlying proposals to “maximise use and functionality” (shown on board 5)**



- 3.7.2 Table 7 shows little difference between views by age group. Older respondents seem a little less likely to agree with the proposals for ‘an exciting place that is attractive to tourists and an environment that locals will cherish’ and also ‘flexible uses which allow the place to adapt as required and cope with seasonal pressures.’

**Table 7 – (Q11) Do you agree or disagree with the following underlying proposals to “maximise use and functionality” (shown on board 5)?**

Percentage “agree”	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
Retain and enhance popular uses.	88%	87%	89%	89%
An exciting place that is attractive to tourists and an environment that locals will cherish.	91%	95%	97%	87%
Flexible uses which allow the place to adapt as required and cope with seasonal pressures.	89%	92%	93%	85%

- 3.7.3 59 respondents provided their views on these proposals (question 12). These are shown in full in the appendix.

### 3.7.4 A selection of responses is shown below:

#### **Retain and enhance popular uses**

*“Important to maintain space so that events like the RAF day, bonfire night and circuses can still use area (it would be lovely to encourage open air concerts/theatre to also use the space.”*

*“It's really important that people can still go to the green and play ball games, throw things around, and fly kites, but there seems to be ample space for this on the plan.”*

#### **An exciting place that is attractive to tourists and an environment that locals will cherish.**

*“Anything that improves the old run down looking areas that will attract tourists can only be good for the local economy.”*

*“Concentration on family uses.”*

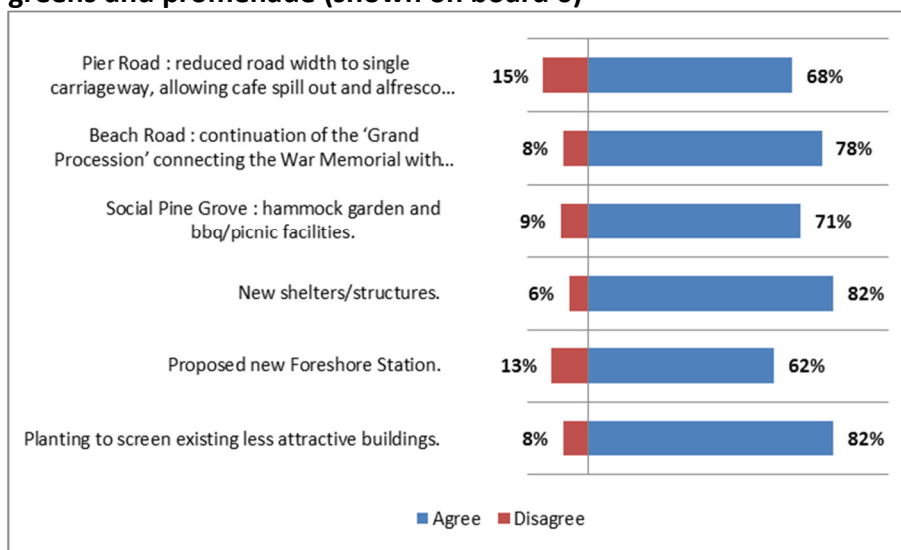
*“We want it to be attractive to tourists but we don't want them to visit! Why remove the already limited amount of space for coach and car parking?”*

#### **Flexible uses which allow the place to adapt as required and cope with seasonal pressures.**

*“The bits missing are proposals to improve the indoor entertainment built area involving ADC, Harvester and Harbour Park. Essential to all year round attraction.”*

3.8.1 Exhibition board 6 covers the concept for the overall seafront greens and promenade. Question 13 asks respondents whether they agree or disagree with the ideas put forward. Chart 7 shows agreement ranging from 82% for ‘new shelters/structures’ and for ‘planting to screen existing less attractive buildings’, down to 62% for ‘proposed new foreshore station’. Please note that some respondents may have confused the foreshore station with the HM Coastguard station, which is not affected by the proposals<sup>6</sup>.

**Chart 7 – (Q13) Agreement/disagreement with the concept for the overall seafront greens and promenade (shown on board 6)**



<sup>6</sup> Comments in the free text question suggest confusion



- 3.8.2 Table 8 highlights that, apart from the Beach Road proposal, respondents aged under 35 were significantly less likely to agree with these proposals. This is particularly marked for the Pier Road proposals, where just 39% agree, and the foreshore station, where just 48% agree. Overall, female respondents are more likely than male respondents to agree with the location of new shelters/ structures (86% cf 78%), whilst males are more likely to agree with planting to screen existing less attractive buildings (87% cf 79%).

**Table 8 – (Q13) Do you agree or disagree with the following concept for the overall seafront greens and promenade (shown on board 6)?**

Percentage “agree”	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
Pier Road : reduced road width to single carriageway, allowing cafe spill out and alfresco dining experiences.	68%	39%	81%	73%
Beach Road : continuation of the ‘Grand Procession’ connecting the War Memorial with the greens.	78%	84%	77%	77%
Social Pine Grove : hammock garden and bbq/picnic facilities.	71%	61%	75%	74%
New shelters/structures.	82%	72%	83%	85%
Proposed new Foreshore Station.	62%	48%	67%	65%
Planting to screen existing less attractive buildings.	82%	69%	89%	83%

- 3.8.3 113 respondents provided their views on these proposals (question 14). These are shown in full in the appendix.
- 3.8.4 A selection of responses is shown below:

**Pier Road (single carriageway allowing cafe spill out and alfresco dining)**

*“Alfresco dining experiences’ - not such a good idea with pollution from traffic, albeit one way.”*

*“Either make Pier Road pedestrian only or keep it two way.”*

*“I think Pier Road should be pedestrians only in the summer months to allow alfresco dining and large groups of visitors. If not, yes reduced road width would be second best.”*

*“If Pier Road is one way what will take the traffic going the other way? There is no other suitable road.”*

*“Pier Road must be one way northbound.”*

**Beach Road : continuation of ‘Grand Procession’ connecting War Memorial with greens**

*“Virtually everyone that comes from outside the town either parks at the seafront or gets off a train and walks down Surrey Street / Pier Road. It would make much more sense to use this as a Grand Procession route.”*

**Social pine grove (hammocks and BBQ/picnic options)**

*“Hammock garden needs to be in a more sheltered area.”*

*“I don't think pine trees are popular due to their ever falling needles. They are messy.”*

*“While this is all good, hammocks would be abused.”*

**New shelters/structures**

*“New shelters that we can actually sit in, like the ones we used to have.”*

*“We need more shelters.”*

**Proposed new Foreshore Station**

*“Haven't seen foreshore station.”*

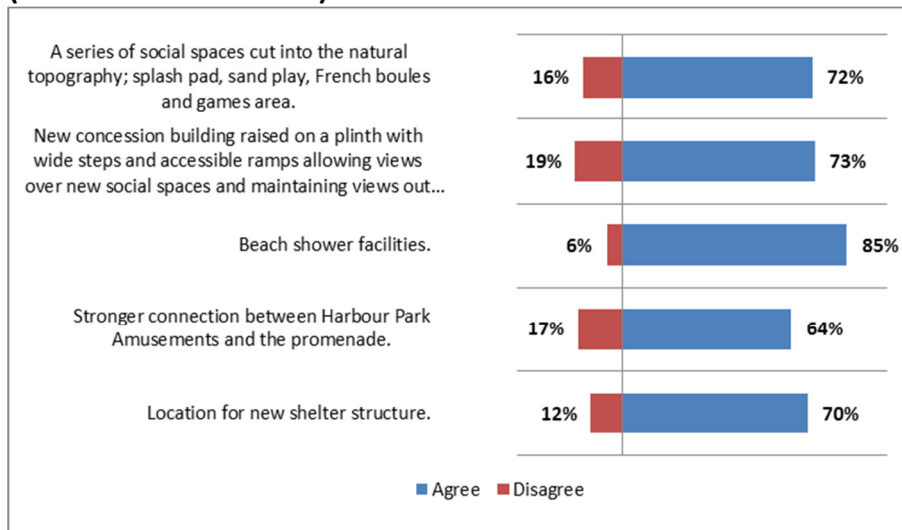
**Planting to screen existing less attractive buildings**

*“Planting to hide has a tendency to overgrow through lack of proper maintenance.”*

*“Tall planting will break the idea to keep the greens open visually.”*

- 3.9.1 The top of exhibition board 7 covers the concept for the ‘Social Hub’. Question 15 asks respondents whether they agree or disagree with the ideas put forward. Chart 8 shows agreement ranging from 85% for ‘beach shower’, down to 64% for ‘stronger connection between Harbour Park Amusements and the promenade’.

**Chart 8 – (Q15) Agreement/disagreement with the concept for the 'Social Hub' (shown first on board 7)**



- 3.9.2 Table 9 highlights that, apart from the ‘beach shower facilities’ proposal and ‘stronger connection between Harbour Park Amusements and the promenade’ respondents aged under 35 were significantly less likely to agree with these proposals. This is particularly marked for the new concession building, where just 48% agree, and the location for new shelter structure, where just 46% agree. Overall, male respondents are more likely than female respondents to agree with a stronger connection between Harbour Park Amusements and the prom (70% cf 59%).

**Table 9 – (Q15) Do you agree or disagree with the following concept for the 'Social Hub' (shown first on board 7)?**

Percentage “agree”	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
A series of social spaces cut into the natural topography; splash pad, sand play, French boules and games area.	72%	61%	80%	73%
New concession building raised on a plinth with wide steps and accessible ramps allowing views over new social spaces and maintaining views out to sea. Including public toilets.	73%	48%	83%	78%
Beach shower facilities.	85%	87%	90%	82%
Stronger connection between Harbour Park Amusements and the promenade.	64%	64%	70%	60%
Location for new shelter structure.	70%	46%	75%	77%

- 3.9.3 79 respondents provided their views on these proposals (question 16). These are shown in full in the appendix.
- 3.9.4 A selection of responses is shown below:

**Social spaces: splash pad, sand play, boules, games area**

*“A splash pad would be excellent for children. The one in Worthing is a very good example.”*

*“Important that social spaces are supervised/monitored against vandalism and dogs. All spaces will require regular cleaning.”*

**Raised new concession building, including public toilets**

*“Definitely new toilets needed!”*

*“Not sure if new building needs to be on a raised platform as this just adds additional funding as you need the ramps.”*

**Beach shower facilities**

*“Don't think the demand will warrant the expense of beach showers.”*

*“Showers are much needed.”*

**Stronger connections with Harbour Park and the promenade**

*“I like Harbour Park but don't feel it needs any stronger connection with the promenade.”*

*“Let's keep all the noise and chaos of Harbour Park fun fair contained as it is!”*

**Location for new shelter structure.**

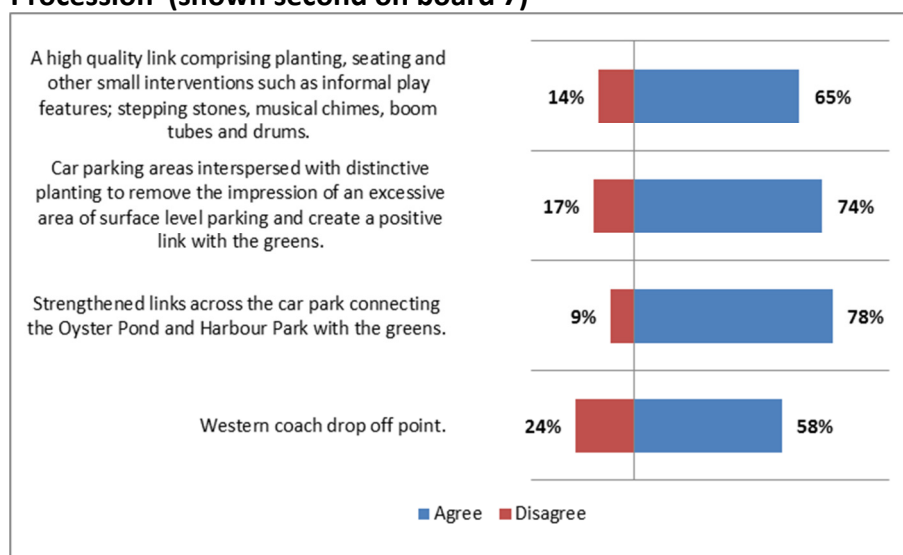
*“Shelters need to be on the seafront facing the sea, that's why people come here.”*



*“We really need more than one new shelter.”*

- 3.10.1 The middle of exhibition board 7 covers the concept for the ‘Grand Procession’. Question 17 asks respondents whether they agree or disagree with the ideas put forward. Chart 9 shows agreement ranging from 78% for ‘strengthened links across the car park connecting the Oyster Pond and Harbour Park with the greens’, down to 58% for ‘western coach drop off point’.

**Chart 9 – (Q17) Agreement/disagreement with the concept for the 'Grand Procession' (shown second on board 7)**



- 3.10.2 Table 10 reveals that older respondents (those aged 55 or older) are significantly less likely to agree with the proposal of ‘a high quality link comprising planting, seating and other small interventions such as informal play features; stepping stones, musical chimes, boom tubes and drums’, with just 52% agreeing. Their comments suggest that many are unhappy with the noise- producing elements of this concept. Younger respondents (those aged under 35) are significantly less likely to agree with the proposal of a ‘car parking areas interspersed with distinctive planting....’, with just 52% agreeing, and with the ‘western coach drop off point’, where just 43% agree. Overall, male respondents are more likely than female respondents to agree with strengthened links across the car park connecting the Oyster Pond and Harbour Park with the greens (85% cf 74%).

**Table 10 – (Q17) Do you agree or disagree with the following concept for the 'Grand Procession' (shown second on board 7)?**

Percentage “agree”	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
A high quality link comprising planting, seating and other small interventions such as informal play features; stepping stones, musical chimes, boom tubes and drums.	65%	80%	76%	52%
Car parking areas interspersed with distinctive planting to remove the impression of an excessive area of surface level parking and create a positive link with the greens.	74%	52%	80%	80%
Strengthened links across the car park connecting the Oyster Pond and Harbour Park with the greens.	78%	80%	83%	75%
Western coach drop off point.	58%	43%	65%	60%

3.10.3 77 respondents provided their views on these proposals (question 18). These are shown in full in the appendix.

3.10.4 A selection of responses is shown below:

**Planting, seating and other small interventions: informal play features; stepping stones; musical chimes; boom tubes and drums**

*“Anything that makes a noise would be conducive to anti-social behaviour, totally DISAGREE with chimes, boom tubes and drums!!!!”*

*“Beach Road is not the natural road to the sea from the town centre. The east bank is the natural route.”*

*“No to anything that interferes with other peoples' enjoyment i.e. unnecessary noise.”*

**Car parking interspersed with planting**

*“Car parking needs expanded space, not wasted on planting.”*

*“Making car parking visually reclusive can create spaces for anti-social behaviour. Open car parks with soft touches are better.”*

**Western coach drop off point**

*“Coach parking on beachside is unique to Littlehampton and moving this will affect our visitor economy. Where would coaches go?”*

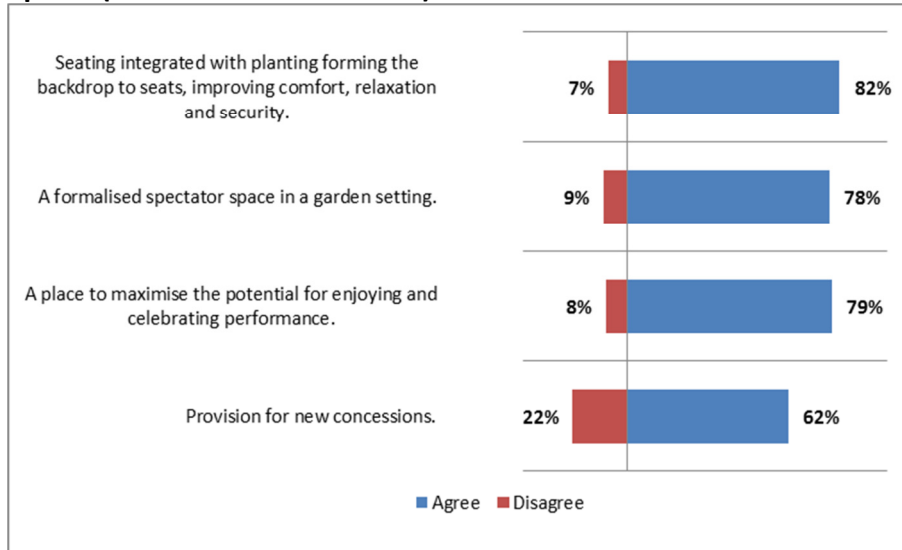
*“Drop off points for coaches great; they can park elsewhere.”*

*“No coaches should come near Pier Road, it should be pedestrianised. Coaches cause traffic chaos!”*

*“Out of town coach parking needed so that local roads do not get congested.”*

- 3.11.1 The foot of exhibition board 7 covers the concept for the 'Performance Space'. Question 19 asks respondents whether they agree or disagree with the ideas put forward. Three of the four proposals received agreement ratings of around 80%, however only 62% agreed with the proposal for the 'provision for new concessions'.

**Chart 10 – (Q19) Agreement/disagreement with the concept for the 'Performance Space' (shown third on board 7)**





3.11.2 Table 11 shows that younger respondents (those aged under 35) are significantly less likely to agree with the proposal of ‘a place to maximise the potential for enjoying and celebrating performance’, with 69% agreeing, and with the ‘provision for new concessions’, where just 48% agree. Male respondents are more likely than female respondents to agree with all four proposals: seating integrated with planting (87% cf 79%); formalised spectator space in a garden setting (84% cf 75%); a place to maximise the potential for enjoying and celebrating performance (86% cf 76%); and provision for new concessions (67% cf 59%).

**Table 11 – (Q19) Do you agree or disagree with the following concept for the 'Performance Space' (shown third on board 7)?**

Percentage “agree”	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
Seating integrated with planting forming the backdrop to seats, improving comfort, relaxation and security.	82%	82%	85%	81%
A formalised spectator space in a garden setting.	78%	80%	80%	77%
A place to maximise the potential for enjoying and celebrating performance.	79%	69%	86%	80%
Provision for new concessions.	62%	48%	75%	61%

3.11.3 80 respondents provided their views on these proposals (question 20). These are shown in full in the appendix.

3.11.4 A selection of responses is shown below:

**Seating integrated with planting forming the backdrop to seats, improving comfort, relaxation and security**

*“Good idea as long as the plants do not obscure people's view of Stage by the Sea as the main performance space.”*

*“Not sure how this spectator area would work. There doesn't seem to be much seating capacity as a lot of the available space is taken up by planting.”*

**Maximise potential for enjoying and celebrating performance**

*“Why does the seating area have to be so big?”*

*“Without a doubt the stage by sea area has the potential to be used much more successfully as it is woefully underutilised at the moment.”*

**Provision for new concessions**

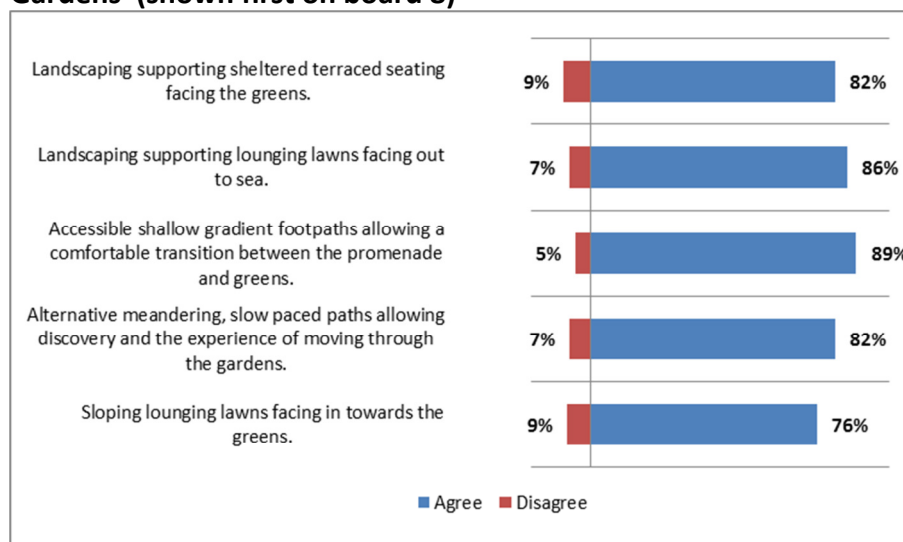
*“Do we need more concessions?”*

*“New concessions must be discrete and not dominate!”*

### 3.12.1 The top of exhibition board 8 covers the concept for the 'Coastal Gardens'.

Question 21 asks respondents whether they agree or disagree with the ideas put forward. Responses ranged from 89% agreeing with 'accessible shallow gradient footpaths allowing a comfortable transition between the promenade and greens' down to 76% agreeing with 'sloping lounging lawns facing in towards the greens'.

**Chart 11 – (Q21) Agreement/disagreement with the concept for the 'Coastal Gardens' (shown first on board 8)**



### 3.12.2 Table 12 shows little difference between views by age group.

**Table 12 – (Q21) Do you agree or disagree with the following concept for the 'Coastal Gardens' (shown first on board 8)?**

Percentage "agree"	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
Landscaping supporting sheltered terraced seating facing the greens.	82%	85%	88%	78%
Landscaping supporting lounging lawns facing out to sea.	86%	84%	92%	83%
Accessible shallow gradient footpaths allowing a comfortable transition between the promenade and greens.	89%	89%	94%	86%
Alternative meandering, slow paced paths allowing discovery and the experience of moving through the gardens.	82%	85%	90%	76%
Sloping lounging lawns facing in towards the greens.	76%	80%	81%	72%

### 3.12.3 45 respondents provided their views on these proposals (question 22). These are shown in full in the appendix.

### 3.12.4 A selection of responses is shown below:

#### **Sheltered terraced seating facing the greens**

*"Great use of landscape to create windbreaks."*

*"The sea view is more important than a view of the greens."*

#### **Lounging lawns facing out to sea**

*"There needs to be plenty of seating facing the sea for older people who do not want to lounge. People who want to lounge tend to go on the beach."*

**Meandering, slow paced paths through gardens**

*“I think this would be a lovely feature as long as the cost of upkeep is considered. Also that we do not lose too much of our green space.”*

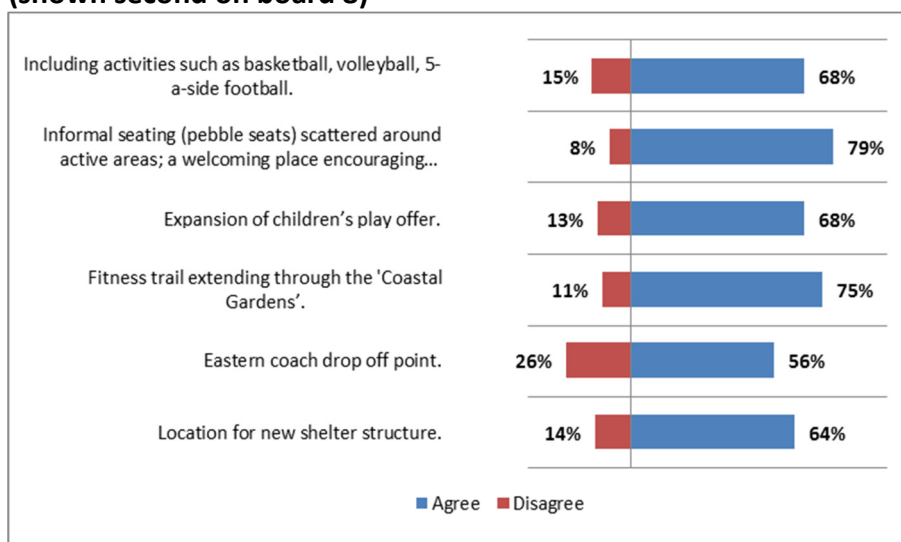
*“Important that not too much of the existing green is lost to seating area and gardens.”*

**Sloping lounging lawns facing the greens**

*“Lawns sloping in towards the greens will be north facing, so although they'll afford shelter, there's a danger they won't attract people.”*

- 3.13.1 The middle of exhibition board 8 covers the concept for the 'Active Hub'. Question 23 asks respondents whether they agree or disagree with the ideas put forward. Views ranged from 79% agreeing with 'informal seating (pebble seats) scattered around active areas.....' down to just 56% agreeing with the 'eastern coach drop off point'.

**Chart 12 – (Q23) Agreement/disagreement with the concept for the 'Active Hub' (shown second on board 8)**





3.13.2 Table 13 reveals that older respondents (those aged 55 or older) are significantly less likely to agree with the proposal of 'including activities such as basketball, volleyball, 5-a-side football', with just 56% agreeing; and with a 'fitness trail extending through the Coastal Gardens', with just 62% agreeing. Younger respondents (those aged under 35) are significantly less likely to agree with the 'expansion of children's play offer', with just 44% agreeing; with the 'eastern coach drop off point'; and with the 'location for a new shelter structure', both with just 39% agreeing.

**Table 13 – (Q23) Do you agree or disagree with the following concept for the 'Active Hub' (shown second on board 8)?**

Percentage "agree"	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
Including activities such as basketball, volleyball, 5-a-side football.	68%	85%	77%	56%
Informal seating (pebble seats) scattered around active areas; a welcoming place encouraging people to dwell reducing the feeling of seclusion and stimulating natural surveillance.	79%	89%	89%	70%
Expansion of children's play offer.	68%	44%	83%	70%
Fitness trail extending through the 'Coastal Gardens'.	75%	87%	88%	62%
Eastern coach drop off point.	56%	39%	64%	59%
Location for new shelter structure.	64%	39%	73%	69%

3.13.3 84 respondents provided their views on these proposals (question 24). These are shown in full in the appendix.

3.13.4 A selection of responses is shown below:

**Including activities such as basketball, volleyball, 5-a-side football**

*"Basketball and volleyball ok but not sure if 5-a-side fits in with the environment of the facility?"*

*"Do not overpopulate the green with specialised facilities."*

**Informal seating (pebble seats) scattered around active areas**

*"Some seats should also provide backrests for older people who need more support."*

**Expansion of children's play offer**

*"An overload of play equipment will make it look too busy and commercialised."*

*"Children's' play area is big enough, just needs new equipment."*

**Fitness trail**

*"Fitness trails seemed to be the big thing 20 years ago - do they ever get used though?"*

**Eastern coach drop off point**

*"Drop off point for coaches on sharp bend = dangerous to children/elderly."*

**Location for new shelter structure**

*"Again please make the shelter fit for purpose, wind and rain proof with sea views!"*

3.14.1 Respondents were then asked whether or not they agree that there should be more opportunities for temporary/seasonal concessions on the seafront.

**Table 14 – (Q25) Do you agree or disagree that there should be more opportunities for temporary/seasonal concessions on the seafront?**

	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
Agree	49%	41%	66%	42%
Disagree	26%	43%	11%	27%
Undecided	22%	15%	19%	27%

3.14.2 Whilst half of the respondents agree with the question, and a quarter disagree, respondents aged 35 to 54 are the most likely age group to agree with it, with two in three agreeing.

3.14.3 Those who agreed were invited to say what they would like to see. 96 respondents provided their views on these proposals (question 25a). These are shown in full in the appendix. These fall under the following main types: food and drink; crafts and gifts; sports related; music and entertainment.

3.15.1 The survey asked about the number of organised events that should be allowed on the green. “The wide open expanse of seafront greens provides an ideal setting for large events and activities which attract visitors to the area and enhances the local economy. Events offer a variety of fun opportunities and entertainment for all ages, raising community spirit and inclusion. Currently there is a maximum of five organised events on the seafront greens each year (e.g. ‘Screen on the Green’, ‘The Littlehampton Bonfire Celebrations’, and ‘Armed Forces Day’). In future would you like to see (more, the same, fewer)?

**Table 15 – (Q26) Would you like to see more, the same, or fewer organised events allowed on the green each year?**

	Total [Base: 292]	Under 35 [Base: 61]	35 to 54 [Base: 88]	55 or older [Base: 142]
More than five organised events	58%	44%	73%	54%
Five organised events (as at present)	35%	38%	18%	44%
Fewer than five organised events	5%	18%	5%	1%

3.15.2 Whilst just over half want to see more than five organised events each year, nearly three quarters of respondents aged 35 to 54 would like to see this happen.

3.15.3 All respondents were asked what events/activities they would like to see on the seafront (question 26). These are shown in full in the appendix. The main themes are: “as at present”; “all the examples mentioned in the question”; concerts; exhibitions; fairs/markets; sports events; regatta/nautical themed; transport themed events; air shows; carnival; dog shows; circuses, etc

- 3.16 The final question asking for respondents' views on the proposals (question 27) offered the opportunity to add any further comments they may have. In addition to restating views expressed earlier in their response, many respondents took this opportunity to provide a summary of their overall views, some of which are shown below:

**Broadly positive**

*"A wonderful opportunity to improve a valuable piece of open space on the seafront. It will make Littlehampton stand out from other local seaside locations. Hope it gets the funding!"*

*"I love the idea of having activities on the seafront, it will give young and old alike things to do. Making Pier Road single carriageway so people can eat outdoors in the summer is a fantastic idea. Overall a very good scheme that will really improve Littlehampton."*

*"The river walkway is fantastic, if the proposed scheme is carried out to that standard it will be an incredible place to visit and live."*

**Broadly negative**

*"Tourism is a major income and should be preserved. We have sandy beaches and a generally safe environment. Do not spoil it by trying to modernise. Let visitors and locals enjoy it as it is."*

*"I'm concerned that although Littlehampton needs updating the soul of a traditional seaside town will be lost."*





planting of additional shrubs etc this may be lost.”

“Depends on the extent of new planting. Retaining what we have and the character is most important. Change for change sake can be avoided.”

“Do not remove any mature shrubs and trees. Will take decades for replacements to reach any useful size. Choice of shrubs/trees/grasses has to be practical rather than decorative.”

“In an area where visitors and locals can use the space for informal sports or recreation, too much structured planting will not be viable.”

“It's nice to see that there has been consideration given to this as the greenery currently in the area is very beautiful.”

“Leave (planting) alone. Part of Littlehampton's character.”

“More activities not flowers.”

“Not sure about "contain" the greens - they feel open and spacious. It would be a shame to lose that.”

“Not sure about trees on the open area.”

“Not to obstruct any of the current views from over planting and making too many quiet areas that cannot be seen by the public as could be used for mischievous activities and be a security problem.”

“People come for the informal atmosphere and easy access to the beach.”

“Planting along the riverside walkway is very attractive and generally works well but lessons should be learned from this about placing of plants in relation to walkways/easy jump off points etc, where members of the public always choose to jump through the beds rather than take the steps, and to the rear of Harbour Park by the golf entrance where there is insufficient room for cars to pass each other and /or people, and the planting is always driven over or trampled and has not survived.”

“Planting can be to establish lines and borders and define areas, without reducing the overall green area size.”

“Planting needs to allow for access for litter removal.”

“Planting needs to be visually appealing all year round, not just in the spring/summer.”

“Planting will spoil the present atmosphere of the open space.”

“Please no tall trees. Obstructs views and can be dangerous in high winds.”

“The current proposed plan is good. I fully agree with the new walkways and planted borders. I would like to see a few more strategic trees to break up the expanse of lawn.”

“The green does not want to look too enclosed. The open aspect is its attraction.”

“The greens should be kept as spacious as possible. "Containing" them by overplanting will, I feel, overdomesticate them.”

“The greens should be open, it is not the place for planting. Maximum flexibility for events is crucial, also for far more play activity. It is noticeable how many young people hang around town in an evening, kick around footballs in streets, but not on the greens! Another concern about the sheltered gardens is the possible problems Bognor has experienced with anti-social behaviour.”

“The planting along the new east bank has not really worked as too many people trample over it. Planting needs to be resilient to this but also look good and somewhere for birds to hide. Greens need to look more welcoming not just a long stretch of dry grass.”

“We are concerned that planting around The Green will restrict emergency escape routes for spectators at our bonfire celebrations.”

“We need to leave room for ball games and plenty of space to run about without worrying about the plants.”

“We need to maintain free flow of people across activity areas including the beach, greens, and promenade as well as riverside.”

“Why does the seafront finish at Norfolk gardens? Littlehampton finishes at Rustington Convalescent home. The whole seafront should be developed as one and linked all the way to the new leisure centre at Mewsbrook Park, with similar planting, lighting designs, and sign boards. A united space.”

“You should complete the planted area around Beach Crescent. The section on the eastern side

has no plants or shrubs, while the southern and western sections do. These planted sections enhance the green, and it seems strange that

they were not completed all the way around the outside of the Crescent.”

#### Distinctive planting to reinforce the coastal and maritime context

“All excellent ideas. East Bank planting has been of excellent quality. Let’s continue that.”

“Bring back floral beds! Littlehampton used to be a blaze of colour. Have at least one seating area with flowers. The planting proposals will look like supermarket car park decor.”

“Bring in more typical beach plants such as trees with long fronds, of the tropical looking variety etc, to give it a more of a 'beach getaway' vibe. There are 'traditional' Victorian seaside towns all along the coast, whereas if we go for a more modern, exotic feel, we'll bring in more tourists.”

“Connecting the river walk to the seafront is really positive. Perhaps break up large open green expanses?”

“Do not duplicate the riverside walkway planting. The green is a different environment.”

“Ensure planting is protected unlike the river works which get walked, cycled and scooted over by the public. Maybe provide raised borders?”

“I agree but the planting on the East Beach riverside is taking a long time to establish. This, and the obvious gaps, encourages people and youths to sit on it and for dogs to roam on it and use it. The initial planting should be denser and the design should consider the way youths act - the attempt using planting to prevent youths scaling the Sound Stages failed and the area now has unkempt brown earth.”

“I saw a slide show of Littlehampton in the mid 30s recently and I was struck by the number of flower and shrub borders that existed then, so I think this plan will definitely re-inforce the future popularity of the seafront and surrounding areas.”

“I think if the planting is similar to that along the harbour it can only enhance the area as the harbour works has done.”

“If it looks as good as the east bank, it'll be lovely.”

“Intermittent trees (pines?) Along the seafront?”

“Palm trees would be very nice instead of those awful pine trees that were planted on East Green two years' ago.”

“Planting needs to be interesting and inviting, all coastal and maritime vegetation are spiky and course, mainly green in colour. You want planting that encourages people to come for a closer look i.e. bright colours, unusual plants, trees etc. Also the plants chosen need to be large to stop people destroying and stealing them, like they have down Pier Road.”

“Planting should be good for wildlife and should be attractive to all native species and encouraged to make the area their home. People always like areas where lots of different species are found, also good for migration stop over as this happens here twice a year. Help make Littlehampton a green town, it is not at the moment. Bird sheltering bushes and flowers for bees and butterflies.”

“Sympathetic planting with subtle colours will greatly enhance the ambience of the beach area which can appear stark and dull.”

“The maritime-inspired planting on the new riverside is a bit corny and the sand is all wrong. Hopefully the new planting would be better thought out than this.”

#### Planting to suit local climate and ensure minimal maintenance

“Accept Littlehampton will never be a busy holiday resort. People come here and live here because they like it as it is - relatively simple and maintenance free which is cheaper for everyone. More planting will cost more to keep nice and more places for people to hide litter.”

“Also plants for insects. Please allow perhaps a scented plant garden.”

“An idea I had was to have a water stream running through the plant life, which will promote wildlife growth and lots of educational

sessions or nature trails can include the wildlife in the stream habitat.”

“Any new planting needs to be looked after properly in the future, witness the plants past the end of Arun Parade and the conifers on the East Green.”

“Be aware to the fact that trees have to really tolerate wind/salt air/sand blasting, or they will end up looking very sad very quickly.”

“Definitely want planting, etc to offer adequate weather protection, we do not visit just in the summer, but all year for our exercise! - only level ground in the area! Hope the tamarisk hedge is going to be trimmed properly and retained as a very necessary wind and sand break - also the brick wall as it is the only sensible seating area available apart from three proper wooden seats on the prom - the new shelters are useless.”

“Ensure plantings allow for litter removal access.”

“Minimal maintenance of planting is important.”

“Once planted, extra staff would be required to care for new plants and ensure their survival and proper growth.”

“Plants should not only be suitable for the seaside but very hardy and difficult to penetrate/trample on, such as gorse, and start of at a suitable size at the beginning of the launch of the area so as not to be immediately ruined (lesson to be learnt from stage by sea planting).”

#### Other

“All these questions are 'no-brainers' throughout the survey. Why wouldn't you want the majority of the proposals? They are too generic and biased towards the proposals.”

“I like the proposed drawings, please make sure that the actual implementation is the same.”

“I understand the cost is being met by external investment.”

“In the current financial climate no unnecessary expenditure should be entertained.”

“It will all look very lovely and the children will love the fountains.”

“Less is more.”

“Present East Bank planting isn't doing well. Please learn from this.”

“The East Bank river walkway planting is currently sad and indistinct. Someone had a plan but it has not been realised and what we have is a muddy bank with no structure, accent or narrative. Please don't repeat this mistake on the Seafront Green. Wishing to ensure minimal maintenance is a sure way to doom a project to failure through neglect.”

“The planting along the East Bank is excellent. Please plant similarly suitable planting but not the same.”

“The plants chosen must be salt and wind tolerant. And plant maintenance for at least 5 years must be written into the contract. The east bank walkway planting is good but replacement is needed.”

“Use of desert drought tolerant plants not suitable for our constant wet winters. Pines drop prickly needles for bare feet, bum, and children. Notice how unfriendly the east beach planting has proven under pine and ornamental fruit!!!!”

“What about ongoing maintenance?”

“Will the planting be able to able withstand small feet, two and four legged?”

“Needs to look inviting without costing a fortune in maintenance. What about sponsorship from companies like with roundabouts?”

“No thought of local residents.”

“Please, not too much change of character and accessibility (for the disabled etc, especially the loss of blue badge parking in Banjo Road).”

“Remain dog friendly.”

“The overall proposals are very good but I disagree with the lack of provision for a coach park, this will drive away tourists in large numbers.”

“Will dogs still be permitted to enjoy this space? Will dogs still be allowed to be let off lead?”

Where will coaches go after being dropped off at the suggested points?"

"Would be wonderful to see Littlehampton invested in this way and so nice for all generations to benefit from."

#### Q4 Views on any of the underlying proposals to "lessen the impact of vehicles" [Base: 132 respondents]

Figure 2 – (Q4) most frequently mentioned words



#### Maintain similar parking numbers on a more efficient car park footprint/layout

"Agree with maintaining similar parking numbers but with a softer visual impact."

"Agree with smarter car parking space allocation. Increased parking spaces would be the best idea and would help residents in the summer."

"All car parks are full during summertime and the surrounding roads are full too causing problems for local residents."

"Ensure car parking spaces are wide enough for large cars/vans as there's nothing worse than coming back to find you can't in in the driver's side door. The town centre car parks are much too narrow!"

"If removing overflow car parking areas new areas will have to be supplied providing the same if not more space, as parking near the seafont and especially the Windmill Theatre is already a hassle during the summer months."

"Increase car parking, we can never get a space."

"Increase parking - helps residents."

"Increase visitor parking to take pressure off street parking. Most people travel by car."

"It is important that the number of car parking spaces is not reduced. Residents in the streets surrounding the beach suffer already from visitors' cars parking in scarce parking space."

"Locals are all year round, tourists are six weeks a year."

"More car parking spaces for visitors. Similar, yes but not less."

"More free parking for disabled blue badge holders."

"More free parking is needed."

"More parking please."

"Not enough emphasis has been explained to me and local residents of the loss of the East Green surplus car park. They are vital for visitors especially in the busy summer months when refits are made. Loss of the facility in the winter months could be contemplated but if the Green is to be used for sporting activities then the closure of Norfolk Road toilets in the winter completely contradicts this idea. My business depends on the custom of elderly and disabled customers who ONLY visit the restaurant because we have large immediate parking facilities."

"Not similar but the same amount or more."

"Parking should at least maintain if not increase numbers through efficiency. This will increase car park revenues to ADC."

"Parking spaces must not be reduced, crucial to visitors."

"Parking to remain close to the seashore to allow families to unload beach picnic stuff. Important not to reduce parking numbers."

"Parking will always be contentious. What about park and ride in the season? Car park spaces are too small to accommodate SUV/4x4 vehicles that are so common now. Bigger spaces are needed, which reduces the overall number of spaces to park and be able to actually get out of the car."



“Please don't lessen the number of car parking spaces. More are needed, especially in summer. Scrap parking charges for Windmill patrons. Charges are exorbitant.”

“Probably need to maintain some overflow capacity for peak periods.”

“Take into consideration when laying out the car parks that the majority of local residents are elderly or disabled.”

“The number of parking areas and spaces need to be maintained and the proposals appear to do this.”

“The parking provision is not enough during the summer at present (blue badge as well) so please increase availability, especially with all the new houses in the area. Mention of parking to south of Harvester restaurant, this area is used at present by many schools as a picnic area - when on day trips - as it is near toilets - so this piece of green is used (apart from dogs!)”

“The total number of parking spaces should be maintained. On a nice summer day all are taken.”

“Think car parking spaces should be increased to aid visitors in summer and help residents more.”

#### Parking to be separated by planting contributing to the character of the greens

“As long as the car park fees are not increased too much.”

“Car parking charges should not be extortionate to pay for this. Car parking should still be affordable for locals and visitors alike.”

“Ensure plantings allow for litter removal access. Ensure adequate litter bins and dog waste bins.”

“If planting around car parks it needs to be in raised beds as again people will just get out of their cars and walk through the centre of plants as it is the quickest route. Railway sleepers make excellent raised beds and look attractive.”

“Planting not necessary.”

“The "open" car parks facing the seafront form an ugly, characterless impact visually. They very much need to be "broken up", whether it's with planting, informal structures, etc”

“The beach and sea are the best places to enhance. Littlehampton is not a Mediterranean

seaside sandy pine forested picnic area. In reality many visitors are day trippers without cars. So much planting may well suffer from the climate and vandalism. Local youths may well use the 'shelter' for drinking and drug use.”

“We rarely get vast numbers of cars so why spend more money on fancy parking?”

“What are the plans for the low fences around the parks and greens? These lead to many accidents during the high season as people trip over them trying to get across to the seafront/concessions/greens. The walkways should provide a safe direction of travel for people in theory. How will we prevent travellers and overnight campers from accessing the greens? Will the planting be robust enough to block access? It is not clear how the boundaries to the areas will be defined.”

“Yes, a happy combination of enough parking but a happy vista is preferable to the wasteland look now with the ugly car park.”

#### Planting to soften visual impact of car parking.

“All this planting will need maintenance, which can't be afforded.”

“Car parking spaces would need to be clarified. Disabled parking spaces nearer to performance spaces should be included.”

“Cars and car parks are never attractive features and your proposals are very sensible.”

“Do you have any successful examples of planting that has softened the visual impact of car parking? If so can you put them on the web-page?”

“Low planting better than human height planting.”

“Strongly agree but with native planting and small trees that create a habitat for wildlife. Can

be done as most car parks in National

Trust/WWT/RSPB do this. It is still attractive.”

Safe and accessible connecting paths that separate vehicles and pedestrians.

“Pathways meandering across the greens to different locations would allow use whatever the weather.”

on as people get out of their cars. Also, consider installing low fences running up the centre of the beds to discourage short cuts through the beds.”

“Please provide paths between the car park kerbs and planting beds to avoid plants being trodden

“Wouldn't like too many concrete paths, making it unnatural, directing.”

Removal of Banjo Road coach park

“Agree with the recommendation to remove Banjo Road - it separates east and west Green and provides a barrier to continuity of events on the sea front”

“Banjo Road is used for the Greenpower goblin car races each year, where all the local schools race. It would be a shame to lose this event for local schools, unless a new site can be provided for this. Also motor home parking, we own a motor home, and local councils need to consider parking for these, we pay the same amount of road tax and insurance each year, but have more and more restrictions put upon us for parking.”

“Banjo Road as it is is good and acceptable for coach parking, especially for those with small children and baggage..”

“Banjo Road is wasted space, more of a lorry park.”

“Banjo Road car park currently detracts from Stage by the Sea and currently creates a focal point at dusk/after dark for young people in cars to gather, at times, undesirably.”

“Banjo Road parking is not a problem.”

“Banjo Road car park is a great place to park.”

“Banjo Road seems to be used by residents and dog walkers to a greater degree than coaches, taking a whole year perspective. Coaches are only there part of the year.”

“Banjo Road coach park is an eyesore and needs to be replaced with something green to enhance the seafront.”

“Coach parking is vital to the seafront and if Banjo Road were to be removed an alternative must be provided.”

“Banjo Road is a favourite site for releasing racing pigeons, which I, and other residents I know, think are enjoyable events adding to the character of the place. Please do not throw this particular baby out with the bathwater! Please consider accommodating this activity, or even doing something to encourage it.”

“Don't agree with removing Banjo Road, it's great being able to park so close to the prom.”

“Banjo Road is ideal for coaches and vans. People can get back to their coaches when they want with no coaches continuing back and forth through the town. It is ideal for school parties. If we make it difficult for coach drivers they won't come here at all.”

“Emergency access route should be retained, possibly utilising the existing Banjo Road where possible. Also coach parties of disabled people.”

“Banjo Road is known locally and I would feel this would be a loss to the town, why lose "banjo" road named as such because of its shape when you could work with this?”

“Good idea to get rid of Banjo Road and coaches from the centre of the greens.”

“Banjo Road is perfect for all the day trippers Littlehampton gets every year; relocating the coach park will only cause traffic and parking problems elsewhere along the seafront.”

“I agree that the Banjo Road coach park does not contribute to the attractiveness of the Green, but it does serve a very useful purpose and is ideally situated for visitors to access the promenade.”

“I think Banjo Road should stay in some form but not as a coach/car park.”

"I'd still get rid of Banjo Road but make the proposed parking area bigger to allow for coach spaces."

"If Banjo Road is removed event organisers would still need vehicle access to both sides of the greens to ensure safe set up and delivery of events. Are there any planned access points of this kind?"

"If Banjo Road is to be removed it should be replaced with some really good quality gardens and a proper bandstand. That is what the townsfolk have been asking for for years."

"If Banjo Road is to be removed, the decision about where the coaches are to go has to be decided in advance and not left as an afterthought when it is too late. With other decisions being taken regarding the sports centre and St Martins car parks whilst I agree that Banjo Road is unsightly, this decision needs to be carefully considered."

"In favour of removing Banjo Road coach park, but not to be replaced with buildings."

"Keep big coaches where they are."

"Need to keep East Beach cafe overflow and Banjo Road car parking and coach parking."

"The access onto South Terrace from Fitzalan into Banjo Road is ideal for coaches as there is plenty of space to manoeuvre. Putting a coach park elsewhere is not practical with the current road layout."

"The Banjo Road site does need some redevelopment as it uses up a lot of space that could be used for recreational purposes."

"The car park in Banjo Road definitely needs to be moved."

"This is a very good proposal. Banjo Road car park is ugly and dominates the green and part of the seafront."

"We currently use the Banjo Road coach park for siting the EMS Services control vehicle, lost children point and refreshment vendors' vehicles and Banjo Road for forming up the Return Procession at our bonfire celebrations. New locations for the above will be necessary if Banjo Road is significantly reduced in width and the coach park site developed. We currently have use of the Western Green Overflow Car Park on the day of our event for residents' parking. If this car park is combined with the main Western Green Car Park we will still need use of a section of this for residents' parking."

"What is the purpose of removing coach parking, do you intend to reduce the number of tourists that we already get? Who will be seeing this new development if we no longer get visitors?"

"Whilst Banjo Road provides coach parking it also provides additional car parking. Can also be used for motor homes in summer when the gates are open."

"Why ruin the view of the seafront with coaches?"

"Would be unfortunate if coach parking is reduced as it gets busy in the summer."

#### Coach drop off points to replace Banjo Road; coaches to park elsewhere

"'Coaches to park elsewhere' is woefully vague. From what I understand Littlehampton is very popular with coach parties so to say they should just park somewhere else is a recipe for problems down the line."

"Although I've ticked 'agree' with the last two items, I would be interested to know where the alternative, enhanced arrival point for coaches to park would be placed and how easy it will be for coaches to make a drop off without difficulty in turning round to park elsewhere."

"As long as there is a facility for coaches to park without reducing parking in town for residents and tourists."

"As the seafront is already a congested place for cars and vehicles especially during the summer months there does need to be a new parking and coach drop off point, but not sure how this will work."

"But where will the coach parking be? Will this take up valuable on-street space that local employees and residents use?"

“Clarification very much needed as to where coach drop off points would be, surely it would benefit the town and spending in the town if coaches were not permitted to drop off nor park on the seafront but to park in St Martin’s car park thus making people walk through the town and spend!”

“Coach drop off by the former Waitrose store and charging points for electric cars.”

“Coach drop off point along seafront beyond Norfolk Gardens, by Beach Huts would make people more aware there is life beyond East Beach cafe, which is normally as far as people venture. Littlehampton goes up to the leisure centre and Mewsbrook Park!”

“Coach parking anywhere on the greensward is an eyesore. The only possible alternative is the parking area attached to the swimming pool.”

“Coach parking elsewhere, where?”

“Coach parking should be established closer to the railway station so that visitors, whether by train or coach, can reach the town, Pier Road, and seafront by pedestrian friendly walks, either along the riverside walk or Surrey Street.”

“Coach parking so close to the sea is a major attraction.”

“Coach parking with such excellent proximity to the sea is unique to Littlehampton. Why would we wish to lose this and the repeat custom it brings? Coaches are used by people as hubs for their day out, this feels like it was designed by those who have not taken a coach trip to the beach. At least look at redistributing the coach parking not losing it with no plan offered as an alternative.”

“Coach parking, although not the easiest on the eye, delivers vast numbers to the beach which must help local economy a lot.”

“Coach pick up points to have sheltered areas for waiting e.g. open sided, perhaps green roofed with seating around the upright supports and made from timber.”

“Coaches and buses bring in groups, particularly of children during the week (although these may not contribute much spending to the local economy). Being able to find the transport and have a base is an attraction. From a local perspective, it will be great not to have to have the Banjo Road parking, but adequate coach parking MUST be provided somewhere.

Remember the over-spill field at Mewsbrook will have gone, and there will be a reduction overall in parking space there.”

“Coaches being parked in Banjo Road is unnecessary, unsightly and dangerous for young children playing on the seafront Greens. As long as coaches can park elsewhere that isn’t too far away it is perfectly reasonable. Don’t know of any other destinations that park coaches on a prime seafront location.”

“Coaches bring people (and money) into the town who otherwise might not come. We should welcome them, not persuade them to go elsewhere by making parking difficult.”

“Coaches could park on industrial estates - good. There would not appear to be another place.”

“Coaches drop off and collect at Banjo Road no problem. Coaches could park at new Leisure centre in a non-obtrusive way? What is practical? Depends how many coaches. Overall I have not seen it as a big problem. I do not understand the last point.”

“Coaches need to be made to stick to drop off points and not block residential roads up to the seafront, as does happen in high summer. Need proper attendants to enforce this and also to protect local residents’ parking rights in summer!”

“Coaches of visitors should be welcomed.”

“Coaches often sit with engines running to power heating and air conditioning to the detriment of neighbours and those using the green and seafront. Parking coaches away from the seafront will be a huge improvement.”

“Coaches should be parked close to the drop-off point.”

“Coaches will need a designated parking area within the town. Has any provision been discussed?”

“Concern about where coaches would park elsewhere in the town.”

“Concerned about where the new parking places will be for coaches. Further in the town? Any ideas?”

“Definitely remove the coach parking as it gets busy and dangerous.”

“Depends where the coaches end up parking!”



“Drop off points are downright dangerous.”

“Drop off points should be near facilities.”

“Happy for Banjo Road car park to be removed provided alternative all day coach parking is provided elsewhere. The roads of Littlehampton get very busy during the summer and if there is nowhere for coaches to park for the day it may put off operators coming to Littlehampton.”

“How can we lose an asset like Banjo Road? It is not that unattractive and you replace it with a building will block views. Drop offs are unsafe due to volumes at specific times.”

“How many coach drop off/pick up places will there be? Often several coaches arrive for organised trips. Where will the coaches then go to park? If many (which is possible) coaches pick up/drop off together is this area going to be safe?”

“How many coaches are expected and how long does each take to unload/load? Are two separate coach drop off points justified?”

“How will people get their stuff if coaches can't park ?”

“I agree the coach park at Banjo Road is very noticeable, but this is why large parties travel to Littlehampton as opposed to other areas. It is the attraction of Harbour Park and the family safe beach, yes but also the fact that they can access the beach by coach and easily access greens and barbeques. Large groups come to Littlehampton BECAUSE they can park and stay, especially family groups and disability groups, they need the coach to stay so then can keep going back to the coach as a base, because they need to. Church groups come in large numbers for baptisms and other events and need to return to their coaches for the same reason. When Banjo Road is full in the busy season and minibuses arrive with groups planning to barbecue, they often have to park by the beach huts and carry all their beach and cooking equipment a very long way to get to the main part of the seafront. What are we doing about minibuses? Often it is not large coaches but Sunshine coaches and disability minibuses and nursery/school coaches that come to the front. They cannot drop off and park elsewhere. Visitors want to be dropped off where they will be staying, therefore coaches will avoid the drop off area by Norfolk Road and drop off by Harbour Park or South Terrace so the groups can go to the centre of the seafront activity easily. In the main, large groups of elderly people and families like to be dropped off by the concessions, toilets, and

lifeguarded section of the beach. If your plan is to reunite the seafront with the riverside the removal of the coach park will have the opposite effect, large groups of people will arrive a long way from this area, and are unlikely to visit the river at all. It is often the case in summer that people who park by the Harvester do not even know the riverside walk is there, let alone people arriving in Norfolk Road. I believe coaches will stop putting Littlehampton on their summer schedules and pick somewhere else where they can park and stay. Any idea where you expect the coaches to 'go away and park' to? Parking is restricted for them all over Arun.”

“I believe it's important to keep the coach parking at Banjo Road otherwise it will only clog up the other streets that already have limited residential parking. Schools and outings require the convenience of the present arrangement.”

“I believe that it will be vital that the alternative coach parking is convenient as especially with visiting children easy access to coaches is important with changes in the weather. Presumably it is not your intention to drive coach visitors away.”

“I feel coaches should be able to park at the seafront in summer months. I agree not at Banjo Road but maybe on grass parking area behind East Beach café, an area really only used for the bonfire in October.”

“I would agree in principle with the removal of Banjo Road and replacing it with coach drop-off and parking. It would fully depend on the location of the coach drop-off points and their accessibility.”

“If closing parking for coaches in Banjo Road, where will they go? Will it stop visitors parking cars on surrounding streets stopping home owners from parking there?”

“If coaches are 'to park elsewhere' exactly where will this be? Residential areas?”

“I'm undecided on the coach parking without knowing where they will park. We can't have coaches wandering around looking. The suitable place is the car park by the Police station.”

“It is crucial to confirm that alternative coach parking will not deter visitor numbers (e.g. loss of facility of nearby coach parking to beach activities).”

“It is difficult to answer the coach park questions without knowing the alternatives. The recent

NMA planning application for the Sports and Swimming Centre show 6 coach parking spaces. If this is envisaged as the replacement then that number of spaces is woefully inadequate.”

“Littlehampton is one of the few towns to still allow coaches at the seafront. This is an asset for the type of tourist attracted. e.g. young and old.”

“Make alternative provision for coach parking so that coaches do not park on local roads.”

“Many schools and scouts/guides come here in minibuses. The driver is a member of staff and would not be able to 'drop off'.”

“My concern is that while no one really likes car parks and coach parks, they are essential to ensuring visitors come here and not go somewhere else, so prices need to be kept competitive and coach/mini bus facilities need to be convenient for the users.”

“My customers are from coaches.”

“My only concern with the coach drop offs is will it create additional traffic queues? They would need to be added so there is no additional congestion.”

“My only concern would be where the coaches are to park. There does not seem to be any obvious suggestions within the town and we certainly do not want residential areas on the outskirts of the town being clogged up with coaches parking all day.”

“New coach drop off points would need to be large enough to accommodate the same number of coaches, which may need to be parked for up to 20 minutes to allow passengers to disembark and embark. As I understand it, a decision has not yet been made re the location for the coach park.”

“No mention of parking for coaches, after dropping off passengers. Hope toilets and adequate weather shelter will be available for them nearby.”

“Not enough thought has been given to where the coaches will park. They need to be close by without causing congestion on other roads. Banjo Road is good for that as it does not impact on South Terrace traffic too badly.”

“One coach brings in up to 50 people, coaches should be encouraged, a coach driver would rather drop and park in the same place. Enforce the "Coaches only" parking in Banjo Road.”

“One last thought...I hope this isn't just a ploy to make sure the coach loads arrive as near as possible to the East Beach Cafe to attract business up that end, because if it is it won't work.”

“Out of town parking needs to be organised for coaches so that they do not clog up the existing residential roads.”

“Perhaps consider a park and ride scheme which coaches also would need to use, so that more of it could become pedestrianised and cycle lanes only.”

“Please remember that many disabled and children visit Littlehampton. Often the driver is of great importance to the passengers i.e. pushing wheelchairs etc. The mini bus needs to be near these people and near the main toilets.”

“Removal of Banjo Road and replacement with drop off points is unworkable. Road structures make drop off points unduly hazardous to other road users.”

“Removing the coach area is a stupid idea because my job depends on the customers who come by coaches.”

“Serious consideration is needed for where coaches will park. Summer months can see a dozen coaches (600 visitors) parked. Where will they go?”

“Steps should be taken to ensure coaches do not park on nearby residential roads.”

“The coaches parking in Banjo Road have always been an eyesore and removing these is an excellent idea!”

“The coaches presumably have to go somewhere and I am not clear on where if you eliminate the Banjo Road car park?”

“The coaches would need a proper designated parking space nearby, and drop off and pick up point close to toilets.”

“The loss of parking for coaches and minibuses in Banjo Road will deter larger groups from visiting. They use the coach as a base for equipment and shelter in poor weather.”

“The only problem with the coaches parking elsewhere is where will that be? There is already enough trouble when National Rail use rail replacement buses with them cluttering up the

roads surrounding the town - this solution could lead to similar situations?"

"Unsure where coaches would park though as roads near the seafront are busy in summer."

"We don't want coaches parking in residential streets!!"

"We need to attract as many coaches and cars to the seafront as visitors, both day and holiday, are vital to the economy of Littlehampton."

"Where are coaches gonna park then?"

"Where are the coaches supposed to park? They will park on the streets, taking away the useful free on-street parking that many visitors use. Many visitors choose Littlehampton because there is free on-street parking as well as car parks."

"Where can the coaches park? They will cause havoc if they are forced to street park!"

"Where will coaches park? Only 5-6 spaces at the swimming centre."

"Where will the coaches park? Please don't use shopper parking spaces."

"Where will the coaches park???"

"Where would the coaches go once they have dropped their customers? If you start putting them along the main stretch of road running parallel to the sea front you ruin what is currently a very nice walk with views in all directions. Worthing is an example of coaches 'parked up' making that area an eyesore and blocking views for residents."

"Whilst I agree that the parking needs to be improved I have huge concerns on the coach parking being 'elsewhere'. Where are you planning to park the coaches once they have arrived in Littlehampton? Day trippers are a key part of the local economy and as such we have an asset in Banjo Road and its ample coach parking. I understand improvements could and should be made but if this were to go you would only be pushing the parking issues on to other areas of the town."

"Whilst I agree with having coach drop off points rather than keeping Banjo Road, I don't think it's enough to say "coaches to park elsewhere" - where will they park? If this means that we'll end up with coaches filling up the surrounding roads (e.g. Fitzalan) then it's not going to be very popular. But if there is allocated coach parking (e.g. in the old Safeway/Somerfield/Waitrose car park?) then it could work."

#### New parking and coach drop off points providing an enhanced and exciting arrival experience

"Agree sense of arrival (e.g. Littlehampton Waterfront large signage with beach features) would be great for visitors to get a picture next to."

"Keep coach parking where it is for visitors, nowhere else viable to take up to 20 coaches on a summer day. There is nothing exciting or sense of arrival about a coach drop off."

#### Other

"Alternative planting is fine but please do not take any more of the green which is such a wonderful, safe, open space for families. Football, fireworks, annual parades, annual cinema show."

transport - even a bus stop? Not everyone has a car or cycle. No mention of cycle racks, again!"

"Do not close seafront toilets."

"Please include segregated cycle paths especially to link seafront to town centre and the station via Pier Road, especially if it is made one way. Should there be a 20/25 mph speed limit."

"Don't send visitors away; my job depends on it."

"Residents also need consideration. Some of these phrases are design board ideas and are not practical for the ethos of Littlehampton."

"I work in the seafront; why lose my customers and maybe my job?"

"Please ensure adequate doggy bins are provided! Where is there mention of public

"The sunken garden, if attractively planted, offers a good welcome and sheltered seating."

“Totally unnecessary ideas which will spoil the pleasant open space.”

“Why turn visitors away?”

**Q6 Views on any of the underlying proposals to design a "connected place" [Base: 60 respondents]**

**Figure 3 – (Q6) most frequently mentioned words**



Open access to the greens

“As little disruption of the present green as possible. The suggestions are superfluous to the needs for access to the green.”

“Flexibility of use should take prominence.”

“I don't like spaces that are too contrived. You need to retain the ability to roam freely, not limit people to paths.”

“The design should take account of the current use of the greens - for example the route of the existing Armed Forces Day parade is somewhat compromised by the pinch point at the rear of the Windmill.”

“The open spaces running from the river to Mewsbrook Park should be considered as one big

open space and the connections strengthened all the way through. The new landscaping that will be created at the new LSSC should take this into account.”

“The plans make it look like some of the grass will be removed. In the summer people picnic all over this grass and it is very busy.”

“Too much open access will allow wind through and reduce growth of all plants/trees. Plants/trees must be 'vandal proof'.”

“We need to maintain open green space as this is our unique selling point, but we also should enhance what we have got. The seafront is empty of things for visitors to do, fine if you simply want a beach but not much else.”

Links with East Bank riverside walk, Pier Road, and town centre

“Access to the Pier Road shops should be easy and the footpath outside of the shops should be updated to fit in with the attractive riverside seating and flood defence.”

“Care must be taken about the proposed new bus route particularly in Pier Road. The proposed route, it would appear, will be a good connection particularly for visitors to the town on public transport.”

“Given this large space, form and direction while creating strong connections between seafront, river, and town is critical to the success of the designs.”

“I agree that a better link between the car park and the riverside via the car park is a good idea,

people don't realise it is there and gravitate straight to the seafront instead.”

“I feel this area already has good links to the town centre via the upgraded river walk!!!”

“Make Beach Road one way on to the beach and make St Catherine's Road the exit from the beach, one way also.”

“Pier Road shops: the shopkeepers (some of them) need to improve their premises/frontages which look tired and are not inviting to residents or visitors.”

“Pier Road should be pedestrianised.”

“The town needs a clearly marked pedestrian walk from the beach as visitors can never



orientate themselves to the town from the beach. Pier Road should be pedestrianised all the way down to the lighthouse!”

“Unsure how feasible it is to improve the wider connections.”

#### Links with Oyster Pond

“Connections from Oyster Pond and East Bank walkway needs improving to be more direct to the greens.”

“Existing pathways link the Oyster Pond with the river and green quite satisfactorily.”

“I like the separate feel of the oyster pond, gives it a relaxed atmosphere.”

“I think the Oyster Pond area should remain apart. It's historic and connects more with the fish kiosk! It's a nice quiet little screened off area at the moment.”

“Keep the Oyster Pond sheltered and separate if the coaches are to drop off next to it. Who wants to be at the Oyster Pond when coach fumes are covering t?”

“Not really clear on the plans how the Oyster pond will be better connected.”

“Not sure what you are proposing with the reconnection between the Oyster Pond and green.”

#### Different route choices

“As long as the greens aren't overly dissected with primary-tertiary routes.”

“Ensure any pathway that is planned for the East Green is not placed over the usual Bonfire site for the Littlehampton Bonfire Society as this will be damaged yearly by the fire and the vehicle access by cars and large lorries that is required for the event.”

“Has the existing surfaced path adjacent the west side of Beach Crescent deliberately been omitted?”

“I like the idea of paths with visual effects/plants etc for walking around the area, much more enjoyable than walking around a plain green field.”

“We need a clear well maintained, attractive route between town and sea and river, which these plans in totality provide.”

“The Oyster Pond area should be put out to tender. It would be much more popular, and would complement the seafront, if it became a large, shallow, children's outdoor swimming pool, with associated cafe. I would tender for that (and would like credit for the suggestion?!).”

“The Oyster Pond works as a sort of peaceful semi-enclosed amphitheatre, well protected from south-westerlies, remote enough from the street. The fact that it's somewhat separated can be thought of as an asset, it adds to the choice of environments.”

“Unsure how the Oyster Pond links to the rest of the greens with the access road to the Windmill/Harbour Park?”

“You cannot see the Oyster Pond from the car park it is hidden behind trees and a pointless triangle green that is cordoned off by knee rail fencing, what's that about?”

“I'm not certain we need to worry about secondary and tertiary routes as people will walk across the greens in an informal manner which is what Littlehampton is all about.”

“It will be good to have various routes for people to access the green, but too many pathways could be confusing to some people new to the area. Hopefully the ramps will make this easily accessible for wheelchairs and elderly people.”

“Maintain main route along promenade.”

“People will establish paths <http://smu-research.net/projects/informal-paths>”

“People will usually take the quickest route, meandering paths are rarely used. This option

seems a waste of money that could be spent elsewhere.”

“Primary routes should include provision for separate cycle lanes and possibly mobility scooters. Local retailers encouraged to provide bicycle hire especially during the summer with secure cycle racks. During Easter school holidays and the summer season regular toy train rides. Longer term: extend the miniature railway or a tram system linking the town centre/station.”

#### Shallow accessible ramps

“Access for wheelchairs is essential.”

“Existing paths are wheelchair/buggy accessible.”

“Must be cautious not to make accessing (i.e.) the sea front, the harbour, difficult for those who

#### Other

“All good ideas.”

“And to/from the Windmill Cinema.”

“At high tide the grass is used for ball games, kite flying etc. A significant increase in planted shrubs will not be conducive to these activities.”

“Cost: installing and ongoing maintenance.”

“Don't forget the dog poo bins! Lots of them please!”

“Don't overcrowd so that families feel it is an 'old' resort and no longer want to come here.”

“From visiting many seaside resorts in Europe and Asia the best connectivity experienced has always been achieved by good lighting design. Themed or not, the lighting schemes (e.g. LED chains around post and trees, or bright and simple luminaires) are distinctive and lead visitors from one area to another by ensuring there are no dark spots at night and by being different to the surrounds. The most successful use a key walking surface too (colour, material, etc. being distinct). Given the low running costs of lighting today, and highly visible/low-glare units, this is something that could connect all of Littlehampton's key areas, day and night, sustainably and economically.”

“The various routes will encroach too much on open spaces. Will ramps be wheelchair friendly and not encroach on the longest bench?”

“There are sufficient 'routes' between these places.”

“Too many routes would lose the informal look that I associate with Littlehampton's "Freedom of Spirit".”

“Too much division with paths would spoil the overall appeal of the green and create additional maintenance costs.”

are mobility impaired or who simply cannot walk long distances. Not everyone drives and not everyone wants to walk long distances to enjoy the facilities before a long trek back.”

“Hope the planting has more success than some of the present which is partly used as a dogs' toilet and playing area for many children - even though the majority of the plants are suitable for the environment. Please provide adequate proper seating, not doggy peeing pebbles and posts as at present (not nice for sitting on the pebbles at times!)”

“Reduce parking fees to reduce on street parking.”

“The whole concept should encompass the whole of the seafront right up to the leisure centre and Mewsbrook Park. There are concessions in Norfolk Gardens and Mewsbrook Park that do not get the footfall as the town map does not encompass the whole area. With the new leisure centre coming to town this should be included within the remits of the new seafront scheme. Planting along the seafront by the beach huts with possibly coach parking up this way too, would encourage people to use other parts of the beach not just pack into one small part of it. Entrances to different areas of the greens would add a more welcoming experience and also highlight different areas like the playground etc.”

“Tying the front together makes a lot of sense. Right now it is all terribly disjointed and not much fun to "amble" around, you kind of stumble from

one isolated area to another. Visitors must now wonder where to wander, the new design should invite them to do so.”

“We are delighted that you are planning to plant up more garden areas - you are right to mention the Victorians, they strove to create beautiful areas in towns and their carefully planned gardens still attract many visitors. Regency gardens, such as those in Bournemouth, provide a variety of specimen trees and shrubs, small raised areas and rockeries and there is never a shortage of keen gardeners as volunteers to help to maintain them.”

“We have a dated seafont. These proposals are well thought out and excellently designed. They

will benefit residents and visitors. I am excited by the prospect of them being constructed and built.”

“What we have now is fine.”

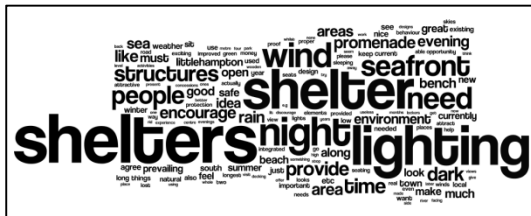
“Why no mention of links to the Windmill Cinema and Theatre? An all year round asset.”

“Why spoil a pleasant open space, of which there are so few?”

“Will these access areas still allow vehicular access to the Windmill Theatre for the society users to be able to move into the theatres?”

#### Q8 Views on any of the underlying proposals to provide "comfort and sanctuary" [Base: 112 respondents]

Figure 4 – (Q8) most frequently mentioned words



#### Structures to provide safe and comfortable shelter.

“A great idea and much needed additional shelter from the prevailing wind which was lost when the previous (unsightly!) Old shelters were removed.”

“Agree with shelter, but the existing ones seem to be used for undesirable purposes. How do we stop them smelling? How is it policed?”

“All structures need to have shelter from the wind which can be cold and strong at ALL times of the year. The current shelters on the promenade over the long bench are useless and simply act as wind tunnels. There are currently not enough places for people to sit and watch the sea in comfort out of the wind.”

“Any "structures" need to be very sympathetic after all these glorious efforts to make the place more amenable.”

“Any shelters installed should give real shelter, not in any way similar to the two entirely unsatisfactory, though "artistic" "climbing frame" structures. What will happen to the longest bench?”

“But these do not need to provide sanctuary for the local drunks and layabouts and the nocturnal hooligans.”

“Can some shelters be replaced? There is no shelter from the wind and rain from Rustington until the coastguard station at the river.”

“Coupled with wind breaks and attractive hedges. More robust shelters, preferably rain proof, facing the sea with good lighting.”

“Current shelters are useless! Deal with the drunks and druggies so that locals and visitors can have shelters that shelter!”

“Ensure practical structures that fit the bill. Some don't meet needs, but the design looks good on paper.”

“Four shelters along the edge of the promenade for poor weather days and as resting points for the elderly and less able.”

“Get rid of those 'rusty shelters'. As much use as a chocolate teapot. Make shelters see through, scratch proof, to deter drinkers and graffiti idiots.”

“Have changes in maintenance costs been assessed (e.g. more lighting)? The current shelters are dated. However, some of the contemporary concepts for replacement shelters appear to be frameworks and unappealing visually: will they be fit for purpose? Do their designs have potential for their designs to stand the test of time?”

“I do enjoy walks along the seafront during the winter, however on those occasions when the rain prevails the Littlehampton bench shelters are rubbish as they do not provide any shelter whatsoever. Have been known to shelter behind East Beach Café. My concern is that 'shelter' doesn't necessarily mean shelter from the wind and rain.”

“I would like to see a series of 1.6 metre high 6 metre long ceramic windbreaks painted like traditional beach windbreaks in two horizontal striped colours made out of canvas. It would be like a motif for Littlehampton and provide protection from the prevailing wind.”

“It does seem somewhat ironic that over the years all the 'proper' shelters have been removed/replaced (with the wind-tunnel bench shelters and the stage by the sea etc.) and now we're talking about improving the situation again.....”

“Must be careful not to encourage homeless persons occupying shelters nor any other anti-social behaviour to be encouraged in such shelters.”

“My ideas of structures and shelter do not agree with the Council's as they do not in my experience understand or promote high quality design and architecture. Therefore I cannot endorse them.”

“Need for shelters which are covered as it is important to encourage visitors whatever time of year or weather. We need to look beyond the 4 month summer period and encourage the town as a whole year resort.”

“Need shelters that are actual shelters.”

“No have no shelters at present.”

“Please provide rain and wind proof shelters with seats as us locals like to be there all year round. Please ensure all seats have a back to them as some of us cannot hunch on a large pebble! Lovely as they are.”

“Proper weatherproof shelters needed as currently none on the promenade.”

“Real shelter means an opportunity for rough sleeping, so design must be carefully considered to discourage this.”

“Removal of existing rusty shelters would be a bonus.”

“Sadly, the facilities that we had that provided shelter from wind and rain, were demolished to make room for the ridiculous 'longest bench in the world' - in reality 'the greatest waste of public money'. Let's try not to make the same mistake with these plans!”

“Shelter? What about by the river walk where there are none? Important that shelters should be just that!”

“Shelters are great as long as we don't have any more ultra-modern examples which ultimately rust such as our cafe/restaurant which everyone locally calls the 'rust bucket'.”

“Shelters designed not the provide refuge for anti-social behaviour.”

“Shelters must be weatherproof.”

“Shelters should obviously have seats. Older people cannot easily sit on the ground (as illustrated).”

“Shelters should protect from wind not just look nice.”

“Since the removal of the old shelters, which did need reviewing, what we currently have is.....nothing substantial to shelter from the elements. Being local it is not just the summer days we use the seafront.”

“Structures for shelter should have no roof to discourage being used for sleeping in - (e.g. changing shelter out of wind for beach).”

“Structures need to be attractive, all but the last wooden structure in your pictures are not, and what will happen to the white existing shelters? I like these, I also like the crazy wiggly shelters which already exist on the seafront.”

“Structures need to provide real shelter from rain and wind. Prevailing winds being south, south-west, people need to be able to sit facing east if the word 'shelter' is to apply. And in the winter, they need to be able to sit facing the sun! To avoid anyone sleeping there, individual seats



rather than benches would prevent people from laying down. Structures could provide a degree of transparency with PETG or polycarbonate?”

“Structures safe from vandalism a priority.”

“Summer 2015 crowds perching on sea wall in howling gales and torrential rain, eating soaked sandwiches and drenched. As a council tax payer I felt ashamed that Littlehampton cannot provide even temporary shelter.”

“The beauty of Littlehampton seafront is the open feel. I do not think it is necessary for more structures to be built along the seafront. To keep a flow from green to beach it needs to be open with little barriers.”

“The cover will encourage the homeless. What provision will there be for those sleeping rough so as to discourage them from using these new shelters?”

“The longest bench is a poor idea of a playground for children. As a result we lost the admittedly ugly shelters. I have lived here at Beach Crescent for 14 years.”

“The seafront is very windy and uncomfortable at times. The long Bench structures are not shelters”

“The shelters must do what their name suggests i.e. "SHELTER". The previous attempt on the promenade failed miserably in this regard. I suggest that the designers actually visit the prom when it is wet and windy.”

“The two steel structures in the longest bench were promoted as shelters, but follow the principles of Venturi wind-tunnel design - fine as sculptures and play-spaces, but useless as shelters, actually worse than standing out in the weather. Seafronts do need shelters!”

“Very much depends on location and size to provide effective shelters.”

“We definitely need some shelters on the promenade. The ugly metal things that went up with that ridiculous bench offer no shelter or protection from the elements.”

#### Natural shelter through landscaping

“I strongly agree that the prevailing wind can be a problem on the seafront greens.”

“We have lost most of the places that provided both shelter from wind and rain whilst retaining a sea view. None of the new provision works. We have a very long bench that is too uncomfortable to sit on, the banjo "seat" which provides no shelter and collects rainwater on the seat etc. The only places left are the two spaces between the kiosks with room for only a handful of people. New provision must deliver real protection from weather but still give the sea view that people have come for.”

“We miss the shelters that gave us protection from the wind and rain. The shelter areas at the moment do not do this. In the winter it can be very windy; it would be nice to have somewhere to sit and enjoy the coastline out of season.”

“We need improved seating along the front. Also more shelter from the winds.”

“We need shelters that actually shelter, not what is currently available. The original ones were perfect whatever the weather.”

“What is the prevailing wind? A regular user will know that the wind that comes from the north can be very cold. The Victorians had the right idea, their shelters were four sided as in Worthing and Brighton. Whichever way the wind blows, one side always can be used.”

“When I enquired about shelter I was assured that the new 'bandstand ' structures would provide this. Have your designers seen how many people can shelter there?”

“Why did they ever get rid of existing shelters? Need shelter from wind and/or rain, yet you're proposing to replace final existing shelter that'll achieve this.”

“Yes, let's have some proper shelter and seating, not that provided now - even seating that has a back rest would be nice. And the present wooden benches are often drenched in grease, etc from food outlets nearby!”

“You've got rid of most of the structures that actually did provide shelter from the rain and wind. Redo those in areas near Banjo Road parking and on the front.”

“It is so important to offer shelter on an open/windy seafront.”

“Means shelter. Hard landscaping (walls and banks of earth) are needed. Nice idea but likely to invite vandals.”

“Natural shelters would block the view from the greens and South Terrace.”

“Our prevailing south westerly and westerly winds mean the need for proper constructed shelters, not only natural ones.”

“Risky to rely on planting because growth is far slower in this exposure, and in order to survive plants need to grow in situ almost from seed, bringing in mature plants does not work (100 trees were transplanted on to the pitch and put in 1988, non survived. Slower, protected schemes have had much more success).”

“Shelter could be natural or man-made, remain flexible. Natural shelter will be greatly affected by the elements in this environment.”

“Stop the wind through landscaping, are you having a laugh, what with four metre high barriers?”

“Teletubby hills will help to shelter from the wind and look good, also doubling as fun for kids to roll down.”

“The terracing may help slightly but the structures show 1 child on a bike, 2 ? shelter, 3 children and 1 adult. These designs do not cater for groups of people or day trippers. Do remember that some people have not got much cash and want the pleasure of sea and sand.”

“There is no doubt that our climate is increasingly windy. A quick look at the topography reveals the prevailing wind direction. Using natural constructed features to offer views inwards to the green and outwards to the sea whilst also offering shelter from the elements is a brilliant idea.”

“Winds will only be stopped by a lower growing shield as well as trees.”

#### A stunning night time environment (e.g. lighting (with some dark areas))

“All sounding good, but keeping the heritage street lights on the promenade.”

“As this would increase usage of the area later in the day and more winter usage, ADC would have a duty to keep toilets open longer in the evenings and across all months.”

“At night not much at beach, extra lighting will increase bored teenagers.”

“Bit scary on promenade at night; need more things going on and better lighting.”

“Cost of lighting and being hostage to vandalism makes this proposal dubious.”

“Could prove expensive for a little used night time area.”

“Dark areas at night sound like places for the things that go on in the dunes on the other side of the river - keep them there?”

“Dark areas need to be designed with care, not to provide unsafe areas. Encourage evening activities such as restaurants, Harbour Park, concessions. The town is currently dead in the evening. Would provide a better experience for holiday makers and jobs for local people.”

“How will the low level lighting be continued up Beach Road? Will there have to be 'no parking' on the western (Caffyn's Field) side?”

“I agree with the point made at Littlehampton Town Council about the opportunity to do all of this using renewable energy.”

“I have my doubts about 'dark areas', with security in mind. Different coloured lighting would make it visually welcoming and give it a unique appeal.”

“I like the idea of it being more night time orientated. That goes back to what I said early about modernising the coast.”

“I like the idea of the night time lighting but hope that it is turned off by 11 p.m. in summer and earlier in winter. I hope the lighting will be properly maintained.”

“I live on South Terrace and have always felt that the current road street lighting spoils the look of the sea from the properties and spoils the look of the properties from the seafront.”

“I love the idea of improved, more integrated lighting.”

"I think it could be really exciting to have an attractive night time environment where people can feel safe. I am all in favour of maintaining some dark spaces, but it should be remembered that the default for the seafront is darkness at night - so it's not something that is a particular draw for people, or something that is needed - particularly during the summer season."

"I think you could be asking for trouble if you encourage people to frequent these areas after dark."

"If a 'stunning night time environment' is being provided to attract residents and visitors, please confirm all seafront public toilets will remain open at night."

"It would be great if lighting were adequate to feel safe walking in the seafront area in the evening."

"It would be nice to have some seafront lighting during the summer months as we are a seaside town."

"Lighting at night would really attract people to meander along the promenade on a hot summer evening. Perhaps a couple of ice cream/snack stalls could be included to stay open later?"

"Lighting could become vandalised if not made vandal proof. Must be easy to maintain."

"Lighting is hindering bird and wildlife already."

"Lighting must be turned off not later than midnight and preferably by 11 pm."

"Lighting would encourage more people to stay into the evening, but needs some concessions which are open into the evening along the seafront."

"Love the lighting idea. I'd want to visit more at night if it looks good and not pitch black."

"Low level and integrated lighting is an essential and exciting component. We should also care about and promote dark skies. We have good views of the night sky but they are spoiled by the intense promenade lights which are intrusive and too tall. From safety and security aspects most groups of youths use the green at night as it is darker and away from the occasional Police car patrol along the promenade. Exciting and interesting varied low light, incorporated into and integrated with furniture is inspiring. Dark areas even more so."

"More great ideas, the garden lights in winter at Bournemouth are a huge attraction and help the public to feel safe at night."

"More lighting would make the area feel safer and would be beneficial for evening events and those wandering along the seafront in the evenings. Currently areas such as the toilets are not lit and dangerous at night. (I'm aware they are not open in the evenings, though are for events such as Bonfire and Screen on the Green)."

"Must be careful with lighting as can encourage groups to congregate at night posing a security issue if the wrong sort."

"Need better lighting at night to encourage more activities on seafront and good shelters that do not encourage anti-social behaviour."

"Night time environment will only be worthwhile if Littlehampton deals with its other issues which currently do not make it safe being out and about of an evening."

"No lights on as we will not be able to see the stars."

"Noise and lighting will spoil area. Keep dark skies."

"Not enough people are here at night to use low lighting etc. It would just encourage teenagers to hang out there and vandalise."

"Not sure on lighting, unless there are activities or concessions open at night to provide a "reason" to go to the area."

"Not TOO much lighting. Maybe some of the 'dark areas' could be clustered away from the lit areas, with encouragement to view the stars on clear nights - big open coastal skies. This could link with the nearby South Downs National Park's new 'Dark Skies' status(<https://www.southdowns.gov.uk/south-downs-national-park-wins-international-dark-sky-reserve-status/>); Chichester's Major Tim Peake / European Space Agency exhibition at the Novium Museum (he's a Chichester boy); the South Downs Planetarium at Chichester and Sir Patrick Moore's home at Selsey."

"Nothing to attract night time revellers e.g. Pokemon fad to the stages!"

"See lighting comments re connectivity."

“Strongly agree but should not stop at Norfolk Gardens but continue to Mewsbrook Park and have same lighting etc in the new leisure centre as a combined approach. We are one town all the way up to the end here and we should be included and considered and built to match.”

“Surely the night time environment is more important in town, not on the seafront? I would rather see expense and effort put there.”

“The lighting is a great idea and this should have been done years ago”

“The lighting proposals look fantastic. These would really encourage me and my family to visit after dark.”

“The lighting should be restricted to pathways (and concession buildings if they are to be in operation after dark). Would the current lighting along the promenade be retained?”

“The night time lighting does seem to be over the top and a waste of money (possibly of use serving the theatre but not for ten months of year when it's not hot and sunny).”

“The present lighting could be improved.”

“The promenade has to be well lit, I wouldn't want the amount of lighting to be reduced. I do go for walks in the evening but I wouldn't feel safe if it was dark.”

“The proposal for the night time environment looks good but is it practical i.e. upkeep, safety etc.”

“Torquay, Bude and Weymouth have installed not very successful lightschemes, will Littlehampton's lighting design be given to a junior in the architect's office? Zadar, a city in Croatia has a seafront lighting experience coupled with a sonic background that is powered by the action of the sea so the interest is 24 hours.”

“Undecided about night time environment, this will only work if it is secure and 'policed' in some way, otherwise it will just attract town centre problems to the seafront. Agree there is a lot of potential for making the riverside and seafront an attractive area, but to me this would only work if Pier Road was pedestrianised (as it should have been when the flood defences were done - missed opportunity. The local businesses have missed a great opportunity for evening customers by not having a terraced area for tables outside.”

“We do not want a night time economy like some seaside towns have had endure, disrupting our whole community. For 'exciting' disruptive nights go to Brighton.”

“We don't want too much light pollution.”

“What is a "stunning night time environment"?”

“Will need protecting at night. Don't install things that are vulnerable to abuse/vandalism.”

### Other

“A sand pit area would be nice near the pier end as kids could have a sandcastle competition.”

“Area needs to be appealing and not a place where crime is prevalent.”

“Changing facilities and lockers needed.”

“I would just like to say that the wooden decking must be treated so that it is safe to walk on in wet weather. The decking type paths used in Mewsbrook Park have a gritty surface which is fine - but the colour is hideous and stands out like a sore thumb. It has weathered in a bit now but it is still unnatural looking.”

“Important to keep the area as a safe area where people feel free to wander around in the evening

after dark without the worry or intimidation from others.”

“It would be great to have beach lockers on the seafront for guests to lock things away and of course ADC could make money from these - fingerprint or coded lockers with card payment system.”

“Local people.”

“Much improved seating required with views to the sea.”

“One of the problems is the unfortunate behaviour of vandals.”

“That charm and attraction of Littlehampton is the family friendly environment, we are not a



designer destination - please do not try and force Littlehampton to become the place something it is fundamentally not."

"Try not to put decking in. Lots of grass will be easy to maintain and be good for the environment."

"Where is the money coming from? Even bins get vandalised."

**Q10 Views on any of the underlying proposals to provide a "defined identity" [Base: 62 respondents]**

**Figure 5 – (Q10) most frequently mentioned words**



Sense of place – material use; distinctive planting

"A sense of place is great for architects and designers but for locals it usually means a useless sculpture or some other impractical item that ends up getting vandalised or damaged."

aggressively modern which will soon go out of fashion."

"Again any planting needs to be protected from pedestrians as the new river planting is often being walked/ridden over by the public."

"Material use important plus a large age range of users. Family users from children to grandparents."

"Creating tangible links to the heritage of Littlehampton would be good."

"Materials should be picked remembering that they will weather in time so ADC would need to ensure a sufficient fund is available to maintain this. Also will materials still be available to repair areas after the work is completed unlike the pathway along River Road?"

"Great care needs to be taken to ensure that 'distinctive planting' does not end up looking less than beautiful. Aesthetics must be the most important factor as people will avoid an ugly area."

"More planting will only lead to more expense and maintenance. More planting will collect more litter."

"I believe we are helping to keep Littlehampton alive by these creative approaches."

"Not enough information on materials to be used."

"I like the fact that these proposals follow on from the previous ideas for the town and the east bank and that they are sympathetic to the structure we already have as a traditional seaside resort."

"Planting needs to be good for the wildlife as well as people. If the tamarisk trees are to go, you will need some new bushed areas to replace them, so birds can be part of the environment too and encourage people to look at wildlife and realise we live together."

"Keeping the seafont a unique and friendly area. We would not like it to become a smaller version of Brighton or even Worthing."

"Remember Littlehampton's seaside and maritime heritage, so materials used do not 'jar' with that heritage."

"Littlehampton is still seen as an 'old fashioned seaside town' and that is part of its appeal."

"Sense of Place - concerned how vandal and child/youngster proof the planting may be."

"Littlehampton's charm is as an old-fashioned seaside resort. We don't want anything too

“Sense of place is not always the view of 'place' considered by the retired (trees, bushes and benches).”

“Styling and materials need to be properly and thoughtfully distinctive, not from a landscape architect's hackneyed box of seaside/harbour themed items.”

“The East Beach Cafe should never have been built (known as the 'rusty turd' by most people) ditto the 'longest bench'. These structures are completely out of keeping with Littlehampton's traditional architecture.”

“The ideas are laudable and well expressed, a modern version of why our Victorian forefathers were excited to visit the seaside. You have partly achieved this with the excellent East Bank, it is just a shame that Pier Road was not closed as part of that scheme so the cafe / fish and chip culture could have thrived in an open car free area. Shame on the business owners for a lack of vision.”

“The pebble seats by the pier are the first excellent visual examples of responding to place.”

The river defence and sand sliding down has ruined the pleasure of families eating by the swans. Also old people keep walking over the edge - rails are needed.”

“The traditional image of Littlehampton beach area is a safe area for families and in particular little children as it was always known as the children's paradise.”

“The Victorians did a good job. I'm not convinced by these vague proposals.”

“We need more leisure concessions along the seafront. Littlehampton has a lot to offer as a resort but needs to retain its quaint seaside feel. Some people come here because it is quieter than the surrounding resorts. We need to offer enough without losing our Victorian feel.”

“Without disturbing the present sense of place.”

“You need to prevail on the East Beach Café to remove or at least re-design and rebuild the UGLY storage 'sheds' situated just west of the café. These are a real eyesore. What is there now would spoil the 'sense of place' you mention above.”

#### Fun and entertaining for the whole family

“Already a pleasurable place for families and visitors without being tarted up. No need for another cafe.”

“At the workshops the Splash Park was given much acclaim. More should be made of this idea.”

“Families are not concerned with 'pretty'. They want beach/space to have safe freedom, so nothing that is a risk to small children.”

“Focus on families already provided for, important not to overcrowd with competing businesses.”

“Fun and entertainment is gained by being on the sand at low tide or in the water. What about donkey rides again and bathing machines for a novelty?”

“I think that the idea of the splash area for children and families is excellent and will provide a fun and exciting area to play.”

“It already is a pleasurable place for family and friends. It is why generations keep returning.”

“Key market for day trippers is family - young children, parents, and grandparents. Everything should be designed around maximising their experience.”

“Most proposals seem to focus on families. There is a need to cater for adult requirements too.”

“No mention of how to improve "Billy Smarts" and integrate it into the plan.”

“Providing water play/sand play is the most important thing in my opinion, to bring people and their cash to Littlehampton! Plus adequate, easy access parking.”

“Seafront gardens and trees for shelter and areas for outdoor sport. Also restaurants for family meals, and facilities for outdoor entertainment.”

“The children's play facility is the best used facility on the green. Retain and improve this. Also create another similar area at the west end.”

“There is a need to be different and appeal to families - a simple over scaled piece of art can

achieve this (e.g. oversize bucket and spade, beach ball, deck chair etc)."

"Yes but they already have the amusement park so 'entertaining' must not hark back to the bad

#### Leisure for both locals and visitors

"As long as there is decent cohesion that local people can feel proud of and not just pointless folly that we have had put upon us such as in recent years. The ugly cafe, uncomfortable long bench and non-shelters may have hit the tabloid press but have done nothing to improve the look of a once proud seafront. Now would be the chance to make it proud once again."

"Glad to see visitors are being considered, but where will they park? Increasing car parking with efficiency and not losing overflow parking by the East Beach cafe would alleviate summer parking congestion on the roads for residents and bring greater numbers to the area. Surely this would help the economy and council funds from car parks?"

"I don't want too many tourists here."

"I think that it would be important to provide smart and clean toilet facilities as well as changing areas for people wanting to swim. The toilets in Norfolk Gardens should be kept open all the year round as I am aware that they are used a lot at all times, even by coach drivers and delivery van drivers."

"If it's all done up for the tourists then why lose the coach park which provides the tourists with opportunity to visit?"

#### Other

"All positive ideas which until one sees how they materialise in a physical sense are good ones."

"Are CCTV cameras included in the planning? They should be."

"Community leisure facilities put first."

"Despite the typical use of consultants' jargon."

"It should be focused on a green environment good for nature as well as all the above. Nature attracts visitors. The more birds you have (not just seagulls) the more people enjoy it. When you go to Bournemouth and other towns like it, the

old days of seaside towns having a reputation for arcades etc. The whole golf area is great, what about an attractive splash park such as the one in Gosport?"

"Locals don't want change."

"Make sure that it is appealing to all, locals/visitors and all ages."

"Please remember that residents need to be looked after all year. Visitors only enjoy Littlehampton during the summer and on perfect days. With more visitors coming, residents' amenity and parking rights need to be protected."

"Really not much to do on the seafront, Harbour Park is dated, leaving visitors disappointed."

"We need a seafront that caters for tourists in summer but also appeals to locals during the off season, as currently it is dead during the autumn/winter/spring months."

"What about local parking issues, do we want to attract more people to the area when parking is already impossible?"

"Would be great to have accessible places of entertainment for the community (i.e. tax payers who live locally) in the town centre, not on the seafront, which is inaccessible in the winter and summer without a car! Most outside visitors come to enjoy the green - they have better swimming pools and leisure facilities at home - but not a "natural seaside"."

most people are around where there is wildlife. Need to attract it, plus make it pretty."

"It will be a challenge if the bid fails, however it can be done on a less ambitious scale."

"Keep facilities on the green to the minimum. The open space is the attraction."

"Large spaces for the community to use are a must - for example, screen on the green is very popular as well as the arms forces events."

“Littlehampton greens and promenade are already an attractive open space with great sea views. Please do not spoil it.”

“Many already take place and the informality of the green is part of its attraction. It's the only safe expanse of green away from the main road between Bournemouth and Brighton.”

“See comments relating to ceramic windbreaks . Fun. Gaudiesque.”

“What wishy-washy questions! What do they mean? No. 1....huh?? Won't efforts to please visitors also please the locals...including families ?”

“Whilst I agree with all of the above - the questions are worded so that nobody could disagree, almost like asking if one would like to be rich and have a long, happy and healthy life! The worry is how the proposals are to be achieved, that is the real nub. They could be carried out efficiently and with feeling, or be a chronic waste of public money. Sadly public bodies are prone to the latter!”

“Wish proposals included the Windmill Theatre. No money is ever spent on it. Would have been better to have upgraded the Windmill than spend money on the Stage by the Sea white elephant.”

### Q12 Views on any of the underlying proposals to “maximise use and functionality” [Base: 59 respondents]

Figure 6 – (Q12) most frequently mentioned words



#### Retain and enhance popular uses

“A proper bandstand would be ideal.”

“Concerned that the existing children's playground may be replaced by something of less use to toddlers.”

“I don't like the bandstand.”

“I would like to see more use of stage by sea with maybe amphitheatre style seating facing it. What is happening to the longest bench? If this is being removed it should be re-sited as people have paid for slats on this and they should not be destroyed. Hold more events for both locals and visitors.”

“Important to maintain space so that events like the RAF day, bonfire night and circuses can still use area (it would be lovely to encourage open air concerts/theatre to also use the space.”

“It would be nice if the "eyebrows" were actually useable! What a fuss over nothing - the green grass slopes in the wrong direction i.e. downwards! The promenade is great at present but lacks proper seating and shelters for year round use; the river frontage gets overcrowded

now. Some slight improvement to the green would be great for humans not just overrun with dog walkers, as now. Even kite flying!”

“It's really important that people can still go to the green and play ball games, throw things around, and fly kites, but there seems to be ample space for this on the plan.”

“Perhaps paint longest bench neutral colours to tie in with sea front, but still leave carvings on the slats?”

“Play area important to retain.”

“Popular uses included coach and car parking in the height of the season - increase capacity.”

“The green is unique. We are I think, the only or one of the very few, resorts which does not have a road as a barrier between the town and the sea. The green is used so much for so many varied pleasures and events. It should be cherished and a land management and care plan should be created to ensure that its use does not lead to its demise. We have been fortunate to have several long hot spells and during these



intensive use for events can damage the grass leaving it a bare dust bowl in parts. The success of the regeneration plans should lead to greater use and enjoyment of this terrific facility. We have to look after it.”

“The main worry about any scheme involving the green is that it will do something irrevocable (after all it was given as an asset for all in perpetuity). I have no problem with changing uses, some will become worn-out or irrelevant with time, but no problem if they don't permanently reduce the area dedicated to the community in general”

“The stages by the sea are an utter disgrace, they are not used for what they were intended. They just attract youngsters who continually climb on them and when I passed a couple of days ago it looked as though fires had been lit in the seat in the smaller stage!”

“There is a Facebook group called 'Bygone Littlehampton'. A lot of the group members have

good ideas on what is needed/not needed for the town. In any case, regular, on-going consultation with the community is needed - this means talking with people before decisions are made, not just letting them know the outcome.”

“This means things like keep the funfair, for those who enjoy it but integrate it into a beautiful landscape for those who are not interested in it???”

“We must understand that Littlehampton seafront is not broken, and avoid enhancing for enhancing sake. The town is the location that needs most work and has the negative reputation, the seafront is well thought of and we must take care not to spoil any of the existing positive dynamic there. Would hate to see the seafront become like other seaside towns with hard sell every two steps and everyone doing the same thing.”

An exciting place that is attractive to tourists and an environment that locals will cherish.

“Anything that improves the old run down looking areas that will attract tourists can only be good for the local economy.”

“Bandstand has been a let-down and a waste of money. Inappropriate for intended use.”

“Concentration on family uses.”

“Don't over-commercialise.”

“I am against the five-a-side pitches. Not an attraction that visitors will use. They are next to a busy road and will require extensive and unsightly netting to prevent balls running in the road and children chasing after them. The slope of the ground will mean extensive walling to provide a level playing area, ruining the open character of the green.”

“I like the idea of the water fountain play area in the picture, it would be a good addition. Similarly paddling pool area and even a tidal swimming pool.”

“I like the proposed fountain area near the relocated shelters/shops at the south west corner.”

“I wonder if 'flex on the beach' equipment (as used on Bognor Regis seafront) could possibly be incorporated within these suggestions?”

“It's already an exciting, attractive place with the combination of beach, river, greens, and west bank.”

“Littlehampton is a place unique along our coastline and it is this relatively unspoilt aspect that brings people back year after year. Barren tarring up is not needed.”

“Not sure I or my family want an exciting seafront, we like it now.”

“Nothing happens on the seafront between October and April. Need some bars and restaurants.”

“People move here to enjoy all year and as locals pay ensure locals benefit.”

“The 'tired' buildings comprising Harbour Park give no sense of vibrancy and amplify the sense that Littlehampton's best days are behind it. 'Original' features, while not universally popular, such as East Beach Cafe and the long seat give a sense of excitement, ambition, and imagination.”

“We want it to be attractive to tourists but we don't want them to visit! Why remove the already limited amount of space for coach and car parking?”

Flexible uses which allow the place to adapt as required and cope with seasonal pressures.

“Flexible use’ could be a blank cheque!”

“Agree the spaces should be flexible and that there should be good connections between areas.”

“Although the proposals show the area for the bonfire highlighted, have all aspects been considered for their requirements as I believe this will cause further issue for them to continue?”

“Ensure design of features allow for the 'off season' without becoming tatty looking and abandoned.”

“Ensure that there are no structures/paths built on the existing Bonfire site as it will restrict use for the Bonfire Society and could cause damage to any structure built.”

“Flexible uses to cope with seasonal pressures - clearly where do people put their transport? You are losing parking spaces which in turn will add to more traffic around the seafront are trying to find somewhere on street to park blocking pavements and access for young families and the elderly.”

“Flexible uses, such as seasonal overflow car parks being maintained to help parking pressures on local residents. Maintain coach parking spaces as an effective and efficient use of space when delivering people to the seafront. These coaches deliver a hugely diverse (economically and socially) number of people to our town. The seafront is seasonal, you have to design for the peak times.”

“In addition to ensuring that the specific needs of the major events in the Littlehampton Calendar are adequately catered for by these proposals, consideration should be given to what new

community initiatives could be facilitated by the redevelopment (e.g. drama, musical, cultural, social) to enhance the return on the proposed investment.”

“Including flexibility to host the many summer seafront events.”

“It's good to attract tourists to the area but the first consideration must be to locals!”

“Just note that not every visitor to the seaside has children or wants their visit ruined by squealing, shouting children running about all over the place.”

“Much of this is weather dependent - nothing for a rainy day. Would any of the café outlets have indoor seating?”

“Passive enjoyment should be principal as it is a small local community. We do not want to create a large, permanent, rowdy, kiss-me-quick, tatty seaside resort. Tasteful is paramount.”

“To cope with seasonal pressures is OK, but as we live in Norfolk Gardens, during the summer season and weekends all year we have a problem with visitors to the seafront parking in our road as they do not want to pay the parking charges.”

“What we have at present works very well when we have good weather. More arty farty structures are no use whatsoever. You did away with shelters that worked, put it the longest bench. Nobody sits on it as too uncomfortable. New shelters that do not protect from the elements. The two new white structures are ideal for youngsters to climb on, otherwise they do not get used. Leave us alone and save the money.”

Other

“All very noble concepts but visitors love the openness of the greens and the existing promenade. We should not be seduced by optimistic sales talk which will be expensive (with money we haven't got!).”

“Care should be taken to make sure materials used can stand the test of time and not be so modern in design that they do not complement original buildings that back the green.”

“I think a lot of what is there and the layout is actually great, but the aesthetics is what needs the most work. And more shelters.”

“Noise.”

“Petanque court, outdoor chess/drafts, in a sheltered location.”

“Social areas seem enclosed and may end up a mess.”

“The bits missing are proposals to improve the indoor entertainment built area involving ADC, Harvester and Harbour Park. Essential to all year round attraction.”

“The maintenance of the new planting and grounds will be out resourced or maintained by the Arun Council. Costings are important to show viability of the venture.”

“The shelters were taken away because of use by drunks and overnight sleepers.....how will the new design prevent this? Will they be see-through plastic? What is happening about the main toilet block? People need decent well maintained loos close to the main family beach area. There is little clarity in your plans about where the loos will be situated. They need to be near the car parks and coach points - if you relocate the coach drop off to Norfolk Road (which I disagree with) the loos there will need to be enlarged, and I heard a rumour you were planning on closing them..... Likewise the loos

near the riverside/Harbour Park need modernising, and again I heard a rumour they were being removed...they seem to be being replaced new concessions on your plans. We need toilets that match the standard of all the rest of your aspirations for the foreshore.”

“The sporting aspect should be kept to the more relaxed kind, suitable for the youngest to the oldest.”

“We really need real questions with real proposals and costs. Just asking hypothetical questions that can only have one answer is meaningless.”

“Whatever is delivered must be maintained. Too many facilities are tired, dirty, and vandalised after a very short time.”

“Why remove coach parking as a unique asset that drives repeat visitation if we wish to attract tourists?”

**Q14 Views on the following concept for the overall seafront greens and promenade [Base: 113 respondents]**

**Figure 7 – (Q14) most frequently mentioned words**



Pier Road (single carriageway allowing cafe spill out and alfresco dining)

“‘Alfresco dining experiences’ - not such a good idea with pollution from traffic, albeit one way.”

“Agree with Pier Road being narrowed provided it becomes one way with a dedicated cycle lane.”

“Agree with Pier Road, providing it becomes one way in a northerly direction. New shelter providing they are shelters that provide protection from the wind and rain.”

“All sound sensible, especially alfresco dining to give a continental feel.”

“Close Pier Road from Harbourmaster's office to the lighthouse. Make parallel residential roads one way so traffic is 'shared'.”

“Close Pier Road in the summer months. A single lane will be dangerous.”

“Either make Pier Road pedestrian only or keep it two way.”

“Even better, make Pier Road traffic free where the cafes are.”

“I think Pier Road should be pedestrians only in the summer months to allow alfresco dining and large groups of visitors. If not, yes reduced road width would be second best.”

“I would agree with a possible one way in Pier Road once a new traffic arrangement has been studied and consulted on taking into account the new access road into Littlehampton once open. I'm attracted by the idea of outdoor dining in Pier Road, however a business owner there has pointed out issues with weather, especially wind. It might be necessary to allow canopies for shelter.”

“Ideally Pier Road should be closed to traffic, especially in the peak season.”

“If Pier Road is made one way measures need to be put in place to prevent additional traffic via Clifton Road.”

“If Pier Road is one way what will take the traffic going the other way? There is no other suitable road. Also, how often do we have suitable weather for cafes outside? It's not the South of France.”

“If reduced to a single carriageway where will people park? No nearby accessible parking for drop ins. Could reduce footfall at Pier Road shops e.g. memories of when work was taking place on flood defences causing loss of income to shops/parking chaos.”

“If restricting the width of Pier Road, please consider parking of cars with blue badges, this may need to be restricted to allow safe passage for moving vehicles. Again protect any planting from pedestrians with borders.”

“Just close Pier Road to traffic! It would be so much more of a useful alfresco space if there was no traffic. The town survived it being closed while the flood defences were improved - just make it permanent!”

“Just stopping parking on Pier Road would be better! Now even on the paths as well!”

“Making Pier Road single carriageway is unacceptable unless it is south to north. What's the point of a grand procession?”

“Not sure outdoor dining is needed in Pier Road as the outlets there don't seem to want it. Retain it as a two way road BUT enforce the parking restrictions!!!”

“People would enjoy their fish and chips more outside if it was a no access road. Tables and chairs would look lovely.”

“Pier Road could be for pedestrians only with safer cafe spill out and alfresco dining.”

“Pier Road could be narrowed and made one way.”

“Pier Road idea is brilliant, could be the best part of the whole rejuvenation process to make Littlehampton more attractive to both visitors and locals.”

“Pier Road is a nightmare as a two carriageway road. A single carriageway is definitely better.”

“Pier Road is crying out to be pedestrianised, it is not practical as cars parked prevent two way traffic so you have to wait for a gap to drive along the single lane. This encourages drivers to put their foot down to get past this section. Fred's fish shop is now always busy which is great but people walking along the pathway have to detour onto the road to get past, not very safe with young children. You must pedestrianise Pier Road so people can enjoy this area in the summer time, with or without the support of the businesses. At the end of the day they would benefit from a more appealing environment so should embrace the change.”

“Pier Road is too congested as it is with people disregarding the no parking signs.”

“Pier Road looks like it needs finishing off; close it off as a great area for street parties and cafe dining.”

“Pier Road must be one way northbound.”

“Pier Road narrowing and one way is a great idea and much needed.”

“Pier Road needs to be a one-way street now!”

“Pier Road pedestrianised permanently or just in summer months?”

“Pier Road reduction is a top priority.”

“Pier Road should be a pedestrian area only.”

“Pier Road should be closed to traffic. It is now a car park for the shop owners. The parking restrictions are not enforced. Pier Road is made dangerous in the summer and at weekends by motorised traffic and the pedestrians spilling out of shops and restaurants onto the narrow pavement where others are queuing for ice creams and fish and chips.” “Pier Road should be closed to all traffic. This would allow the road space to be used safely for cafés and strolling. At present, there is a conflict between speeding cars and pedestrians. Perhaps there could be a trial period of closing the road in daylight hours in the summer? The whole road could be enhanced by using a cohesive decorative scheme - ask Je Ahn.”

“Pier Road should be closed. There could be hammerhead parking or turning at either end as during the works to build the barrier. There is no need for cars to use or to park here. A huge opportunity was missed/turned down when the



works were done. The business owners should have the confidence with these regeneration plans to agree to close Pier Road permanently.”

“Pier Road should not be narrowed, it is extremely busy all year round. Make it a no parking zone and widen the pavement slightly maybe. There was a chance to provide a seating area when the flood defences were installed and the chance was squandered as the new layout has ruined the views across the river from Pier Road and its businesses.”

“Pier Road would be better as a pedestrianised area. One way traffic is pointless.”

“Pier Road would be much enhanced if there is room for alfresco dining. The shops along there need a facelift. The lovely new walkway in Pier Road has shown the shops up and makes them look rather down-at-heel.”

“Pier Road would have to be one way. Can you stop large trucks going to Travis Perkins or Iceland from using it?”

“Pier Road: a comprehensive traffic survey will need to be undertaken or a 6 months trial before committing. Pier Road traders will probably have strong views on this.”

“Pier Road: an absolute must. This will improve safety for pedestrians and will create an amazing social area.”

“Pier Road: what about disabled car parking? Maybe a few bays outside cafes that don't 'spill out'?”

“Prefer to see Pier Road closed to traffic completely.”

“Prefer to see Pier Road closed.”

“Presumably the reduction of Pier Road to one lane (it's already single carriageway, surely?) Would require it to be one way? Would this be down past where Clifton Road comes out? It's a bit vague, but it's a nice idea. Even with the new work, the shops and restaurants along there feel hemmed in by traffic.”

“Reducing Pier Road to single carriageway, which presumably means a 'one-way system', would impact on local residents as they would have to travel further to reach their homes. There would need to be a dedicated cycle lane in Pier Road to ensure that cyclists could still travel in both directions.”

“Reduction in speed limit along Pier Road. Consider yellow lines/restricted parking from The Nelson Public House to Lidl.”

“Single carriageway south to north is a good concept however it is not necessary to reduce road width.”

“The narrowing of Pier Road is the lynchpin of this. It already attracts healthy numbers, but deterring the flow of traffic would be a step forward. Why not be really ambitious and pedestrianise Pier Road??”

“Very good idea for Pier Road to be single carriageway. There is a huge boat there at the moment that is a wreck and should be removed as not a good look for visitors to see!”

“Whilst there is no problem in reducing Pier Road to a single carriageway, presumably this would then be one way? It is already effectively a single carriageway due to all the people parking on the double yellows (why are these only applicable in summer? - ridiculous) and it can be very dangerous around there as there are so many pedestrians running across the road to the eateries and cars trying to weave in and out. I have seen cars mounting the pavement to get by when met head on which will be disastrous if compounded.”

“Why not close Pier Road to traffic completely and develop pedestrian/eating experience?”

“Why wasn't Pier Road closed when they built the flood defences? Dangerous with all those cars.”

“Would far rather see Pier Road pedestrianised.”

“Would like to see Pier Road closed to traffic completely and the whole road becomes part of cafe culture, allowing people to sit outside in the evening.”

“Would like to see Pier Road made one way, or even better pedestrianised, as service vehicles can use the access road behind.”

“Yes, Yes, Yes, Pier Road should be pedestrianised or one way traffic only. It's dangerous as the New Flood Defence has increased the amount people walking along this road, outside Fred's they have so many people, people using the pathways have to walk onto the road to get passed! Also, it is generally one-way as cars parked on both sides narrow the access through. When drivers get an opportunity, they

put their foot down and anyone crossing would

be in danger of getting hit.”

Beach Road : continuation of ‘Grand Procession’ connecting War Memorial with greens

“Beach Road idea would also better connect the seafront to the town. Visitors are always asking me how to get to the beach as I saunter out from my home on St. Catherine’s Road. “Just follow Beach Road” would be a great reply if it becomes a handsome avenue to the front.”

“Beach Road is not the quickest route to the seafront. The existing pavement and footpath across the green are sufficient.”

“Grand Procession from Beach Road - how?!”

“Grand procession? What does this mean?”

“Intuitive links from town via Beach Road are key. Like the themed approach.”

“Not sure how grand procession is going to work but good links to town would be good as day trippers never find the town. Alternatively, land train could connect to town if grand procession had reduced traffic. More trees planted to ensure bird cover is not lost.”

“Not sure people will follow the grand procession to the war memorial, in reality. They often complain about having to take a short walk to Pier Road to buy painkillers/get cheaper fish and chips/view the river.”

“The Beach Road approach will have less importance with the removal of coach parking and facilities not concessions at this point.”

“The Beach Road bit seems unambitious; why not create a broad path through the existing green, and incorporate some of the ideas in the rest of the plan here (like meandering paths through

gardens - considering the area is much more suited to nice planting as it is not too close to the beach).”

“The Beach Road idea is nice but would prefer the money to be spent on the seafront area first as I doubt there would be enough funding for this.”

“The Beach Road plan would be good if it doesn't increase traffic congestion along this road.”

“The Grand Procession will need a lot of work as this route is a vehicle strewn uninspired drab road at present.”

“The war memorial is obviously a valid area! But the area surrounding is confusing to visitors. You stand/drive there and have no idea where you are or where you are supposed to go!”

“To achieve a Grand Procession one must employ a delicate balance of theatre, commerce and discovery. The environment must prompt movement as a market does with intriguing glimpses of what is coming.”

“Unnecessary continuation of Beach Road as it already reaches the green. Do not touch Banjo Road.”

“Where does this idea come from that all visitors to Littlehampton walk down the precinct and to the beach via Beach Road?!?!?! Virtually everyone that comes from outside the town either parks AT the seafront or gets off a train and walks down Surrey Street / Pier Road. It would make much more sense to use this as a Grand Procession route.”

Social pine grove (hammocks and BBQ/picnic options)

“A forest of trees over the Harvester.”

“BBQ facilities are good. Picnics can take place on the greens or beach. Hammocks? More litter bins needed.”

“BBQ facilities are well used all year. Keep picnic areas reasonably near parking.”

“Currently too few BBQ stations. Need many more to encourage family activities.”

“Do we really need hammocks! Seems somewhat over the top.”

“Hammock garden needs to be in a more sheltered area.”

“I don't think pine trees are popular due to their ever falling needles. They are messy.”

“I like the idea of a social pine grove and bbq/picnic facilities.”

"I think the idea of a social pine grove is OK in principle but would the hammocks be sustainable due to weather conditions? Materials used?"

"Noise and smell are risks with a BBQ."

"Not sure hammocks are a good use of funding, nice to have but practical? storage? access? upkeep?"

"Organic shelters and pine groves will be greatly affected by wind and climate. Look at all local trees on seafront for the effects of time on this vegetation."

"Pine grove sounds good but I can see it becoming a 'dossers' paradise. Too many alcoholics in the town already."

"Pine trees, hammocks and BBQs - a fire hazard?"

"Pines are softwood and will bend in the wind from the south west. These also will kill all planting underneath them."

"Please don't have standard picnic tables and attached benches as disabled and those unable

to lift their legs over the benches are unable to use them!"

"Social pine grove/hammock garden: pine needles catch fire very easily from sparks. What experience do your designers really have for West Sussex other than pretending it was the Med? What was their fee?"

"Social pine grove: what is a hammock garden? Do we bring our own? Couldn't we have smelly BBQs away from the prom?"

"Sufficient amount of BBQs available in more than one area so that there are enough to be used when day visitors come to the area."

"The social pine grove is a great idea. Please protect and choose the right trees. The recent attempts to introduce pine trees onto the green were an object lesson in failure and how not to do it."

"While this is all good, hammocks would be abused."

#### New shelters/structures

"Agree but subject to maintaining cleanliness and tidiness of areas and shelters."

"Agree but subject to the maintenance, cleanliness, and tidiness of the areas and shelters."

"I think the kiosks by the coastguard should be rebuilt with a seating area in front and at the rear an enclosed area for inclement weather. This would allow the concessions to open longer, both during the day and later in the year. This may encourage more businesses to the area."

"More social seating is a great idea. More informal spaces for people to gather and eat picnics or just relax. I've seen this in other places and it works really well. Covered or shaded seating is good for sunny days too, we've had comments about the lack of shelter from the sun as much as the other elements."

"New shelters are needed as there are hardly any places for the public to sit when they arrive and the weather is bad (this particularly applies to coach trips of school children and elderly people who have fixed the date) but how will we prevent them being vandalised and mis-used?"

"New shelters need to be practical, not just attractive looking. No need to re-invent the wheel - upgrade what already exists e.g. toilet/shower block which also houses prom train and lifeguard equipment."

"New shelters structures, picture implies paddling pool but this not explicit but would be excellent."

"New shelters that we can actually sit in, like the ones we used to have."

"New shelters/structures - bearing in mind my earlier comments re. old shelters (protection from weather) and new shelters (exposed and terrible waste of money), what would the proposed shelters be and how much would they cost?"

"Only if shelters shelter, not some landscape architect's quirky ideas!"

"PLEASE can we have several shelters that provide real protection from wind and rain, are comfortable to sit in and have the all-important sea view. Recent "improvements" have utterly failed to do this."

“Please, please, please throughout this give some shelters that actually shelter. At the moment no point in going to the river/seafront on damp blustery days because the current structures offer no shelter from the elements!”

“See previous comment regarding shelters. Seating is needed.”

“Shelters must be weatherproof.”

“Take down the so called shelters along the front which are used as climbing frames.”

“Undecided on new shelters/structures - as better beach toilets, changing facilities and beach showers must be the priority here (with beach lockers).”

“We need more shelters.”

#### Proposed new Foreshore Station.

“A foreshore station would be a good focal point for visitors.”

“A little concerned about losing coastguard tower rather than making more of it, why not allow people up it to use telescopic equipment?”

“A new prominent foreshore station could provide seaside education like the Look and Sea centre has tried but failed to do.”

“Can the old coastguard tower be demolished or renovated. It is an eyesore!”

“Don't know what a foreshore station is?”

“Haven't seen foreshore station.”

“Integrate life guards with foreshore station (2 x life guard stations needed). What use will the coastguard building have?”

“Unclear how the foreshore station will be improved. At the moment it works well because it is open and accessible to the public on the seafront, although it is a little small. The Bognor Foreshore station is a much more 'closed' design and my experience with both tells me that Littlehampton's design is more accessible/open to drop ins by the public. Perhaps some funding could be found in a tourism budget as the foreshore often acts as an information provider to the public.”

“Would the current foreshore station really need replacing? Or would it need to, so that it blends in with the new structures or maybe it needs to be moved slightly to put it in a better location for its needs.”

“Would want to keep the original buildings, understand that these would be move back though?”

#### Planting to screen existing less attractive buildings.

“Also have to be careful with planting, as you could screen attractive buildings in error and actually diminish the sense of arrival you are looking to create for families. Also, as seen with East Beach Cafe, the definition of an attractive building is somewhat subjective.”

“Although can't we just knock down Harbour Park and start again?!”

“Consideration should be given to the need to retain any 'less attractive' buildings which are no longer in use (is the building adjacent to South Terrace closed public toilets?)”

“Harbour Park Amusements is highly likely to benefit from the increased visitors to the Green following the instigation of these proposals. If not

already done, they should be encouraged to improve the appearance of their buildings too.”

“Harbour Park is fairly ugly! If this is to remain it should be camouflaged.”

“I'm not sure why the idea of planting to screen unattractive service buildings has to wait for the bigger plan.”

“Planting to hide has a tendency to overgrow through lack of proper maintenance.”

“Remove less attractive buildings.”

“Tall planting will break the idea to keep the greens open visually.”

“The ugly rusty cafe definitely needs screening.”



Other

“Again there is not enough information here to enable me to comment about buildings. In general the Council only seems promote cafes as a way to improve areas. There are many other facilities that could be added to improve both local and visitor experience.”

“Agree but it seems a shame that the longest bench is still not being kept. People have paid to remember lost ones and it is a sort of shrine. Could this not somehow be left or modified?”

“All amazing ideas and would make the beach a lot more memorable and enjoyable.”

“All very good ideas and well designed.”

“Encourage fairground to modernise and update structures. Important to keep existing theatre which is used by many local groups and is an invaluable asset to the community.”

“I haven't seen any mention yet of our Long Bench - I think this is a great and fun asset to the seafont and presume this will be retained.”

“I really like the new ideas and possible uses on sunny days.”

“More bins during tourist season so that the area stays more manageable.”

“Not enough detail in these areas to decide if good or not.”

“The seafont does not need more of the same (coffee shops, fish and chips, ice cream and beach retail) - these are more than catered for already.”

“Waste of money.”

“What will happen to the land train running along the promenade when moving/improving concession stands and the coastguard's tower?”

“Why not rebuild the toilet block where it is? Better use of funds.”

**Q16 Views on the following concept for the 'Social Hub' [Base: 79 respondents]**

**Figure 8 – (Q16) most frequently mentioned words**



Social spaces: splash pad, sand play, boules, games area

“A splash pad would be excellent for children. The one in Worthing is a very good example.”

“Any sporting activity must be supervised by a responsible person.”

“Fence off the boules as it will be a doggy toilet.”

“Gets in the way of the train on the prom. More shops/cafes spoil the walk.”

“How to maintain social hubs from litter, misuse and repairs?”

“I am worried the social spaces will rapidly become a mess.”

“I like the idea of making the seaside kiosks more appealing but think the idea of a splash pad and sand play not needed. Unless maintained to a high standard these areas will look tired and dated and unappealing very quickly.”

"I think it is unlikely anyone would use a boules space. The cost of maintenance for the sand area needs to be considered as it needs to be kept clean and safe for children."

"I think the amusement area should stay separated as it is, thus leaving 'natural' uncommercial areas distinct and separate."

"Important that social spaces are supervised/monitored against vandalism and dogs. All spaces will require regular cleaning."

"Is expenditure on a splash pad and sand play area justified adjacent to a Blue Flag beach?"

"Like the idea of the social spaces with the concession building moved back."

"Love the idea of a splash pad and boules area."

"Love the idea of a splash pad."

"Loving the new seafront area with splash pool etc."

"Noise and disturbance for locals."

"Not sure the proposed games area would work. Would possibly need a lot of maintenance and forms too much of a barrier between the beach and the concession area. Might be better if the positions were reversed."

"Not sure what the 'social spaces' will add and new structure located further back from the beach does not make much sense as most other successful concessions on seafronts need to be right next to the beach. Splash pads are hard to maintain and if not done so correctly can lead to unhealthy consequences. These social spaces could end up as litter traps and as night time gathering spaces for teens that will make them look awful in no time."

"One thing I'd say about the proposed games area cut into the natural topography, the seafront is naturally a windy location and table tennis is not practical. Better off with more boules space or other games/playground."

"Practical problems with the placement and 'pit' design. Wind/sand/near to sea. Nice ideas that practically have problems. Social spaces in the wrong place - gather litter and sand, and anti-social behaviour."

"Re. Social spaces and concession building: Have the questions of cost and maintenance costs been considered - can we afford them?"

"Sand pit will become a dog's toilet! Splash pad, boules, games area are excellent ideas."

"Social and sports areas need to be balanced with areas where people can quietly relax too."

"Social hubs in wrong place. Should be behind concession kiosks if needed at all. Design worry about servicing kiosks with delivery trucks - children running and lorries do not mix."

"Social spaces a good idea but will upkeep be problematic and will they fall into disrepair?"

"Social spaces could: (a) fill with blown sand. (b) be a focus for anti-social behaviour (drugs, alcohol, public sex)."

"Social spaces will probably experience misuse, vandalism, damage, leading them to become eyesores!"

"Social spaces would just be for tourism in the summer. In the winter they would get damaged by weather and sand and require extra upkeep or end up like the Oyster Pond, filled with rubbish and in need of repair."

"Splash pad or some sort of ground level sprays would be wonderful for children to run amongst."

"Splash pad would be fun when not windy. Something to replace the Oyster Pond (swimming pool as suggested earlier) would work when windy."

"Splash/sand etc looks great idea but I'd be worried older children would wreck them."

"The elements may make the games area used far less than the designers anticipate, they may be better behind the kiosk so that they can shelter them from the elements and may get more use. The kiosks could then serve both forward to beach and back to games area, this may extend their season?"

"The splash pool or maybe paddling pool, yes. But the other sports facilities seem too much for this area. Maybe tie in with the playground area further along?"

"These are all excellent ideas. Of course we have a lovely beach when the tide is low so these proposals play well into their use at high tide. I had thought a splash park adjoining the new swimming pool would work but its location here is better. Activities here should draw visitors and gain income for the town through letting or managing the concessions. Too many coaches

simply arrive and disgorge people who bring their own food, barbecues, sound systems and entertainment. They offer no income to the town. Any coach parking fees are more than swallowed by the costs of the subsequent clear ups. So the new proposals have to offer excitement and areas which will produce income.”

“Very good proposals. Please add a mini adventure playground and a suitable surface for social folk dancing.”

“Whilst the social space sounds good in theory in practice they will probably need constant supervision and maintenance to prevent them becoming an eyesore.”

“Would love a splash pad for the young kids. My son loves the one at Worthing. Only really visit the beach area in the summer, would definitely visit more during all seasons if it was more attractive and useable for all the family. More things to do and see.”

#### Raised new concession building, including public toilets

“Any new structure should take on a Mediterranean feel rather than the more recently favoured rusty look to give a more European holiday vibe to the promenade.”

“Concession area does not need to be on a plinth, it should blend with the area not stand out from it.”

“Concession building better kept on beach side. No public toilets on plan?”

“Concession buildings should not be raised, this causes an extra problem to those with lessened mobility which they do not need. Stairs and ramps will get wet and slippery with kids and adults walking up from the sea, this could cause an unneeded hazard.”

“Definitely new toilets needed!”

“Hoping a new concession building will invite the investment from stakeholders to pay for all of this.”

“I would like to see the removal of the old concrete kiosk block and replaced with an attractive cafe with a large/medium sized area with tables and chairs overlooking the sea. Not just the rough decking on the beach. Or replace this decking with a hard surface with tables.”

“New concession building: what is meant by this? What concessions? Extension of Smarts/Harbour Park empire or more varied?”

“Not sure if new building needs to be on a raised platform as this just adds additional funding as you need the ramps.”

“Oh new toilets! Good! I am unsure about the idea of raising the concessions on a plinth, this will lead to accidents especially when the beach is crowded. Unfortunately lovely smooth designs and clean lines also mean unclear edges to steps and gradients etc, as we have evidence of with the riverside walkway where there have been several serious accidents and many minor ones. The toilets and cafes are where large groups of people gather so more likely to be trips and spills as they are easily distracted there. Need a decent sitting/waiting area nearby, people currently use the wall and the nearby seat of the shelter while they wait for people to shower/come out of the loo.”

“Public toilets essential! Do not remove.”

“Question the need for a new concession building.”

“Where will the toilets be located?”

#### Beach shower facilities

“Also the showers are too far from the beach.”

“Beach shower facilities would be lovely to attract homeless vagrants as previously experienced by the Regis Centre toilets in Bognor Regis.”

“Can't toilets and beach showers be together? I think the traditional stalls on the front are more fun than an American style "concession building", yecch!”

“Cost and upkeep of meaningful showers make this proposal very dubious.”

“Don't think the demand will warrant the expense of beach showers.”

“Shower facilities a good idea, but just need to be open not in a building as just need to wash sand off.”

“Shower facilities are in principle a good idea but the fear is vandalism.”

“Showers are much needed.”

“Showers will need costly maintenance so I think one shower would be enough.”

“Showers, unless cleaned and maintained constantly (not just periodically) will be a likely source of complaint due to the raised expectation of always being able to access a clean and fully working facility. Would such a facility be a focus point for predators/CSE?”

#### Stronger connections with Harbour Park and the promenade

“A lot about Harbour Park is a let-down, such as how hard it is to get tokens for stuff and the high cost of drawing out money. People would spend more with free arms and more options to pay by card.”

“Encourage Harbour Park contribute to the improvements by improving their offer and contributing to the cost of improvements in some way (e.g. they could sponsor litter bins).”

“Harbour Park is big and bold enough not to need any more connections - you can't miss it. Finger point signs would be quite adequate.”

“Harbour Park is different and completely separate. This should be a more natural landscaped area. Harbour Park is always easily accessible for both sea paths and road!!!”

“I like Harbour Park but don't feel it needs any stronger connection with the promenade.”

“I think there is already a strong connection between Harbour Park and the promenade, but if further enhancement will lead to more corporate funding then fair enough!”

“Let's keep all the noise and chaos of Harbour Park fun fair contained as it is!”

“Stronger connections with Harbour Park and the promenade are not needed as it's obvious that the beach is round the corner.”

“Tidy up the exterior of Harbour Park.”

“Whilst the sea front area should be an area of social activity, Harbour Park should make a material financial contribution to the scheme if it is to be expressly incorporated into the redevelopment for its commercial advantage. The public should not fund enhancements of a commercial operator unilaterally.”

#### Location for new shelter structure.

“A shelter is needed, given the weather, for day trippers.”

“Again, proper weather shelters.”

“Again, re shelters - seating is needed.”

“Disagree with shelter structure because of location.”

“I like the idea raised at the Town Council about the new shelter being see-through.”

“New shelter should be toilets, showers and changing facility.”

“Noise and shelters will be used by the homeless.”

“Re. new shelter: As previous, will it/they do the job of the original shelters that we had, which could be used in inclement weather as well as warm sunny days?”

“Shelter adjacent to the lighthouse needed.”

“Shelter structures need to provide actual shelter unlike the recent waste of spaces that have been added! Wind tunnels not shelters!”

“Shelters by the river!”

“Shelters need to be on the seafront facing the sea, that's why people come here.”

“The shelter structure needs to be more open than the one shown to allow parents to keep an



eye on children using the splash pad, sand pit, etc.”

“There needs to be plenty of shelters for cover in case of inclement weather.”

“We really need more than one new shelter.”

#### Other

“All sounds great.”

“All weather running/cycle track.”

“Anti-social behaviour.”

“Brilliant in theory but no doubt will get wrecked.”

“Facilities must be practical, attractive, and maintained. A lot of proposals historically have focussed on low end budget suggestions. Need to promote to higher social classes frankly.”

“Fulham Park/Green on the river should be visited to see how lovely and used by families it is since being redesigned recently. Beach houses need to be locked after hours. Many motorhomes camp along Pier Road overnight and use amenities instead of a trailer park. Not good.”

“Have to go in Smarts for shelter, not good.”

“How about drinking water pumps? In Spain they encourage people to drink more water by providing water pumps (free water) along the beaches and promenades.”

“Licensed busking area, possibly by lighthouse/pier.”

“What does the new shelter facility mean? Just a shelter on the Promenade or near it? Is it to protect people from the elements? The Council could contact Studio Weave and at low extra cost renovate the existing shelters to give more protection from the weather.”

“Littlehampton's open spaces and Greens are a unique feature of the area. Neighbouring seaside locations do not have their unique feature.”

“Looks good fun.”

“Need more opportunities on the seafront as Smarts dominate what goes on and control how many events take place. There aren't any places to capture the sea views and have a meal apart from East Beach Cafe. More healthy competition needed.”

“The pebble seats are doggy toilets - great for toddlers to clamber over and visitors to sit on! - also no backs for a comfortable rest!”

“There is currently a lot of wasted space in this area, and too much is dedicated to the privately leased Harvester set-up, parts of which are under- or un-used. This could/should be an opportunity to think about reconfiguring/extending the Windmill 'complex' to include a multi-use space suitable for conferences, meetings, small concerts, etc which a town of this nature should have.”

## Q18 Views on the following concept for the 'Grand Procession' [Base: 77 respondents]

Figure 9 – (Q18) most frequently mentioned words



Planting, seating and other small interventions: informal play features; stepping stones; musical chimes; boom tubes and drums

"Agree with planting, seating etc. and maybe stepping stones, but suggest the musical ideas (except wind chimes) would be counter productive. Not a good idea."

"An outside gym good, but other items: chimes, tubes etc need maintaining and frequently get broken by vandals!"

"Anything that makes a noise would be conducive to anti-social behaviour, totally DISAGREE with chimes, boom tubes and drums!!!!"

"Beach Road is not the natural road to the sea from the town centre. The east bank is the natural route."

"Boom chimes, drums etc...what about noise for local residents?"

"Concerned about excessive noise for residents in Beach Road." (x 2)

"Don't know how it works in Beach Road."

"Earlier I answered it was important to keep the existing green spaces, so I think overcrowding it with seating and more informal play features is not needed, like the exercise machines and running path."

"I cannot visualise this concept of a 'Grand Procession'."

"I do agree with linking car parking to the seafont via an improved route - I just don't understand the point of a grand procession being extended on this particular route back towards the town centre / war memorial."

"I don't think the 'grand procession' vision is explained very well here. It's not clear where you are talking about. Earlier linking to the War memorial is mentioned, but here you're talking about linking Harbour Park and the Oyster pond

to the greens? Would be good to see the whole route as a concept."

"I hope that the chimes, boom tubes and drums should not be too frequent and should not be allowed to continue after 9 p.m. at the latest, to avoid disturbing local residents."

"I worry that residents could be disturbed when the wind plays the musical chimes, boom tubes and drums."

"Imaginative, relatively cheap features (e.g. stepping stones, musical chimes etc) would enhance the visitor experience, extending the variety of their stay and therefore hopefully remaining longer, thus contributing to the local economy."

"Informal play features would just be for tourism in the summer. In the winter they would get damaged by weather and sand and require extra upkeep or end up like the Oyster Pond, filled with rubbish and in need of repair."

"Interventions could be good but need better consideration as to what to put there. Boom tubes not a good idea. See previous comments regarding coach drop off points."

"Like the idea of play features but will the noise of boom tubes and drums affect South Terrace residents?"

"Like the stone or pebble seats - more of these please."

"Musical chimes drums etc would be open to abuse."

"Musical chimes/boom tubes and drums could cause a disturbance."

"No strange noises on the seafont. People enjoy the peace."

“No to anything that interferes with other peoples' enjoyment i.e. unnecessary noise.”

“Noise and disturbance.”

“Noise from permanently sited drums is not acceptable.”

“Not happy with things that make a noise such as wind chimes , drums etc. These will disturb residents - some noises carry a long way.”

“Not keen on musical chimes, boom tubes, or drums.”

“Not sure this is needed and if installed could well be open to vandalism.”

“Ok with nearly all of this however a sad statement to have to make that we must make

things resilient to vandalism and a little concerned about smaller things such as chimes and drums. I do like the idea however.”

“Residents' amenity and noise levels must be considered. Boom tubes and drums??”

“Residents might not enjoy the chimes and drums.”

“Too much "busyness". Children too distracted en route ever to reach the beach! What are boom tubes?”

“Whilst musical chimes and drums are a good idea during the day, unless they are locked away they will be used during the evenings (after dark) when young people gather along the front and will become a nuisance for residents.”

#### Car parking interspersed with planting

“Ample car parking is important. Visitors will not visit is they are unable to park their cars!”

“Attractive well maintained plants that are wind and salt resistant, yes.”

“Car parking needs expanded space, not wasted on planting.”

“Car use of the green should be cut down as original covenants forbade this except on special occasions e.g. bonfire night.”

“I think bushes/shrubs will take up much needed parking space and need upkeep. Better to spend cash on floral borders elsewhere.”

“Important not to enclose the car parking too much with landscape as can lead to secluded areas that can be security problem.”

“Looks good on paper but will be a cold manicured area.”

“Make more parking, it's a nightmare in summer.”

“Make most of car parks.”

“Make the most of the car park.”

“Making car parking visually reclusive can create spaces for anti-social behaviour. Open car parks with soft touches are better.”

“Maximise car parking, use distinctive planting to disguise car parking. Let's not pretend, car use is only going to increase, even with electric/driver less cars (charging points could be installed). We should take advantage of this to increase our local economy by increasing visitor numbers. Areas could be closed off for quieter winter months.”

“Maximise car parking” (x 4)

“Planted car parking can be very high maintenance after gales and rain or drought.”

“Please keep car park charges to a reasonable amount.”

“The car parking looks like a major improvement on the existing one, but will the parking charges be increased to pay for it?”

“The more planting, the less parking.”

#### Western coach drop off point

“Add the coach parking behind this point. With the overflow car park being turned in to formal

parking this would keep all the traffic in a contained area.”

“As before, coaches need seafront parking space to ensure popularity with London day trippers in the summer”

“Banjo Road is better for coaches.”

“Coach drop off not necessary, use the leisure pool car park.”

“Coach drop-off designs are dangerous. No details on alternative parking for coaches shows the misunderstanding of the coach trade and its application.”

“Coach drop-off points a good idea.”

“Coach park needs to be at Banjo Road.”

“Coach park out of area with a shuttle park and ride.”

“Coach parking on beachside is unique to Littlehampton and moving this will affect our visitor economy. Where would coaches go?”

“Coaches park as is.”

“Coaches should be able to park near the greens. Many faith groups that visit own their transport and use it as a hub to service themselves through the day. Losing an asset valued by visitors completely is not regeneration, it is quite the opposite.”

“Do not see advantage to visitors to our town of coaches dropping off and moving away - this will jam the roads with coaches in the summer and take away our uniqueness of having a coach not far away for visitors (particularly older visitors).”

“Do we have to have two coach drop off points?”

“Drop off idea - create traffic jam when coaches arrive at the same time on to public roadway. And why send coaches away?”

“Drop off not always convenient for coach parties. What happens when there are 5 or 6 at the same time?”

“Drop off of coaches where?”

“Drop off point not good, there is already too much here.”

“Drop off points for coaches great; they can park elsewhere.”

“I have already made points about western coach drop off point being a bad idea as a replacement for Banjo Road coach park. It would be OK as an extra.”

“Let coaches park, where would they park? Do you not want them?”

“No coaches should come near Pier Road, it should be pedestrianised. Coaches cause traffic chaos!”

“Out of town coach parking needed so that local roads do not get congested.”

“Parking for coaches and minibuses needs to be close to the beach. Hence no need for drop off point.”

“Suggest that coaches have a drop off point near to services and then park away from the area at designated coach parks.”

“The full impact of coach movements and ultimate parking destinations must be considered.”

“Western coach drop off is totally impractical as coaches would be required to come through Rustington (the buses only just make it through) using the Fitzalan link road which would take coaches directly to the beach removing them from the town and other bottlenecks.”

“Western coach drop off point - only as an addition to Banjo Road - see earlier comment re. coaches.”

“Western coach drop-off could get congested. Queuing coaches etc?”

“Where are coaches going to park?”

“Where do coaches park? - no mention.”

“Where will the coaches park? The proposed coach drop off point only has two lanes, what are arriving coaches supposed to do if those lanes are full with loading/disembarking coaches? How long does it take to load/disembark a coach full of children or elderly people? Don't think this has been thought through.”

“Where would coaches park?”



Other

“All planting especially with the pond should be attractive and wildlife friendly.”

“As already mentioned, (Banjo Road) dedicated motor home parking.”

“Do not take more of the green for car parking or put hard parking on the Windmill overflow area.”

“Free parking.”

“Make Banjo Road coaches only.”

“More parking for residents only.”

“We are a limestone area. The result is that chalk is used to daub and deface the current metal structures on the front. What about providing an art area? Maybe metal sheets or something on which kids and adults can express themselves and

obviously something which is easy to clean? The Graffiti area or Banksy's workshop? We are going to suffer so let's adopt and encourage in designated areas? The actual promenade is fine but dull. It does have a train which runs along it - essential to link to the proposed enhanced action area. What about incorporating some of the older street games into its design? Hopscotch? Noughts and Crosses? A wicket for beach cricket? A skipping post/area? A scooter/skateboard/inline skate slalom?”

“We specially like the planting and seating ideas.”

“Would be good to have a 'building' which houses displays like in the Look and Sea upstairs. But it would be more accessible to have a ground floor museum and nature room, an indoor quiet place with posters and artefacts along the promenade. A curved building in glass?”

**Q20 Views on the following concept for the 'Performance Space' [Base: 80 respondents]**

**Figure 10 – (Q20) most frequently mentioned words**



Seating integrated with planting forming the backdrop to seats, improving comfort, relaxation and security

“Again this area should have attractive native planting that is good for wildlife as well as people. More evergreen shrubs would be good all the way along to encourage all season visitors not just 6 weeks of the year. Nice all year planting encourages wildlife and people will see the colours berries/winter flowers etc and come out of season. The planting is more important when people are not on the beach, but walking and looking. Not school holidays.”

“As many as possible trees and evergreen shrubs should be planted.”

“Banjo Road gardens provided that before Stage by the Sea. Too much planting/division would probably be overtaken by drop-outs.”

“Good idea as long as the plants do not obscure people's view of Stage by the Sea as the main performance space. More seating would probably

be needed to make it function as a dedicated performance space and attract performers.”

“Grass rather than concrete.”

“I am concerned about the security of the seating and performance space, this would probably need security or policing to prevent monopolising by undesirable visitors?”

“I think the current shell shaped amphitheatre looks a bit small and offers insufficient relief from wind and rain.”

“If this is a performance space, how are people supposed to see the performance if the seating has high level planting behind it?”

“Keep as is.”

“Like the seating but a smaller footprint would be better.”

“Make sure seats are actually comfortable for sitting on. Sun-lounge-shaped seats are unnecessary.”

“Not sure how this spectator area would work. There doesn't seem to be much seating capacity as a lot of the available space is taken up by planting.”

“Older people do need proper back support on seating, having just foliage would not give this support. I find it difficult to find some to sit on the seafront due the lack of back supported seating.”

“Plant near seats is likely to be spoilt as people push through.”

“Seating needs to be comfortable not like the 'longest bench' which is very uncomfortable.”

“Seats that skate boarders will not use to skate on, like they do at the Marina.”

“Spread the loungers out more, put extra towards the back and move design up a little, to enjoy the sun.”

“Stage area would look a lot better with seating area for viewing etc. Looks a bit unfinished without it I think.”

“The performance area must be flexible enough to accommodate large crowds (re screen on the green). You don't want it limited by greenery etc.”

“The seating is a good idea. Currently have to sit on the grass which, when damp, isn't practical!”

“The seats need to be comfortable as some of the slatted seats along the seafront are not designed for long periods of sitting and relaxing.”

“The very informal seating green for the performance shell is quite nice as is. Perhaps a more terraced effect would be better? Not convinced by the hard landscaping and loungers shown on the board.”

“Won't the combination of benches and planting result in poor sight lines and acoustic absorption reducing the 'throw' and clarity of sound?”

“Yes as long as it does not become Blackpool! How do plants become the back of seats? Provide plenty of seating for events not just the few in the illustration.”

#### Formalised spectator space in garden setting

“A performance space is a nice idea. Why does it have to be so big? The stage is not going to increase in size by the looks of this. How often will weather, or noise for residents with amplified sound allow performances to be held? The performance space is a nice idea but this is perhaps overkill.”

“Excessive mis-use and organisation of the green is not welcome in this free open space for public use.”

“Far too much space wasted in providing seating for a space which has never and will never be used for anything other than drunks, skateboarders.”

“Garden setting, absolutely!”

“Is there any way that the "acoustic shells" can be better integrated and made more functional?”

“Noise and spoiling a natural space.”

“Noise worry from performances.”

“Not sure what the questions really mean. Comfy bench seats integrated into beautiful gardens sounds great. Is a "formalized spectator space" a traditional bandstand? If so that sounds like fun. Everyone still seems to enjoy a bandstand!”

“Principle is OK but the performance area is hardly ever used and is very noisy with amplified music when it is.”

“This is not wanted or needed on the seafront. The area now is free and can be used for any activity, why define the activities?”

“Will the usage justify the expense?”

Maximise potential for enjoying and celebrating performance

“A central feature of the Victorian sights illustrated on Board 4b was a bandstand to provide outdoor musical entertainment. This performance was in an area where people congregated/passed continually. Other coastal towns (eg Eastbourne, Bognor Regis, Worthing) retain one or more bandstands/performance areas in each town, with programmes of activities (in Eastbourne attracting regular paying audiences) throughout the summer season. The wide area at the corner of the promenade and the river walkway has been used successfully as a band performance space and had some limited seating. However, lack of any structure providing shelter and acoustic barriers to reflect sounds back towards the performers and the audience make all performances there problematic and vulnerable to weather. The 'Stage by the Sea' is far away from the social hub and is an ineffective bandstand replacement. Whilst award-winning, it is grossly under-utilised because it does not have adequate functionality/flexibility/facility. Stage by the Sea needs material enhancement to make it appealing to artists and audiences alike for events. For example, the town's own local choirs/bands (e.g. Edwin James choir & orchestra, Littlehampton Concert Band) are far larger than its capacity and cannot, therefore, use the present facility to incorporate outdoor performances into their programmes. Capacity: performance areas could be widened and tiered staging incorporated allowing 50+ performers/instruments. Acoustic adaptation so larger performer groups can hear themselves/audiences can hear all performers (bandstand structures are designed such to expressly overcome outdoor performance limitations), eg incorporate wings/sails to existing Stage by the Sea. Sheltered and sufficient audience capacity (eg amphitheatre style) would help contain and focus performance. Lighting and power could enable performances after dark and enhance the ambiance of the performance venue to attract evening performances. Accessible to deliver heavy equipment/instruments by performers. Auditorium design needs to reflect the type of performance the stage is intended for: intimate groups or larger audiences?”

“Amphitheatre, auditorium needed by stage.”

“Are more needed?”

“Current performance area has no electric power so some performances need generators. Access to electricity is needed for performances.”

“Current 'performance space', the acoustic shell is not fit for use by the wider public and groups. If any performance space is provided please consider use for a multitude of groups and different sized groups.”

“I feel the current area for entertainment, 'the stage by the sea' is too small. Singing in the open air is not like singing anywhere else as the sound is lost amongst the hum of other activities going on. The community choir numbers some 70 + singers and couldn't hope to fit in the curve that is provided - never mind musicians! I do think this could be addressed at the same time as all of the other changes planned.”

“I like the idea of the performance area but would question the size of seating area required.”

“I very much doubt any changes to this area will persuade performers to use the stage.”

“Littlehampton doesn't have performances, it's not Chichester or Oxford where these things happen regularly. Littlehampton is known for its beaches, not the arts. Instead of wasting money on structures that would be used once every year, it should be spent on better things.”

“Need more opportunities, seafront is empty.”

“Performance space of Stage By Sea has been seriously underused. It could be more successful with seating but I am not sure, it does not seem to be used for some reason. Perhaps it should be the other way round so people could watch from the beach/prom....too late now, but this is more like what happens in Brighton for example.”

“Scope for enabling small scale drama performances is much welcomed.”

“Seating area is too big for what the shell is.”

“Seating area too large for the stage's size. Don't lose coach park for seats, but some seating a good idea.”

“Seating only needed if public performances increase.”

“Spectator space does not need to be large on stage by the sea, as we are not exactly asking for rock concerts etc due to excessive noise this would cause.”

“Spectator space maybe too big?”

“Sufficient seating required e.g. 300+.”

“The Stage by the Sea diary on the LTC website currently shows one performance - on 14/10/16! The ADC website 'What's On' page shows no events here to 31/12/17. How can expenditure on a 'Performance Space' be justified? Money would be better spent improving the facilities at the Windmill Theatre which can be used all year.”

“The stage isn't that big for the seats.”

“Why does the seating area have to be so big?”

“Why have so many seats in place of the coach park?”

“Why is the seating area so big?” (x 2)

“With regard to the performance space, I feel it needs to be enlarged and also have a power supply so that bands with electric instruments can use it without having to worry about bringing their own generators. Also, for evening entertainment, some lighting would be beneficial.”

“Without a doubt the stage by sea area has the potential to be used much more successfully as it is woefully underutilised at the moment.”

“Yes, all needed but so is decent content for the sound stage. At present this is a white elephant. The handful of acts that have assaulted ear drums over the last two years have been simply dreadful (apart from the children's steel drum band).”

#### Provision for new concessions

“Any new concessions should be in tune with the area and not overwhelming it or make it look 'tacky'.”

“Buildings need to fit into the environment and not be an eyesore.”

“Didn't understand the word 'concessions' until it was explained to me!”

“Do we need more cafes? Doing more of the same surely cannot be regeneration. Using public money to subsidise another fish and chip or cafe concession cannot be right. Are the existing rent and rate payers going to get a reduction?”

“Do we need more concessions?”

“I don't think there is any need for more concessions along the seafront. I love Littlehampton seafront for the fact it doesn't have masses of commercial units. It has the East Beach cafe, Ice Cream Kiosk Harvester and Harbour Park all to choose from already and within an easy walk of each other. Keep the seafront clean and open.”

“I hope it doesn't mean just more food and drink places.”

“If new concessions are intended to encourage people to that area it might work, but may not increase use of the stage by sea. Hope you have been to visit Reigate Priory, (Reigate and Banstead BC) this was a very successful revamp of an old play/paddling pool area where an artistically designed cafe was added.”

“Mustn't concession out the place.”

“New concessions are a good idea.”

“New concessions must be discrete and not dominate!”

“New concessions needed all along the seafront not just on one place. Also need to open into evening with opportunity to just sit and have a drink and look at sea. Sporting concessions like kite flying would be good.”

“New concessions so long as needed?”

“New, additional concessions and facilities are needed.”

“No more cheap outlets.”

“No need for more buildings, keep open space with coach and car parking.”

“No need for more concessions, no increase in capacity.”

“No provision for new concession as capacity the same.”

“The last two items will require careful monitoring to ensure their suitability.”

“There is no need for another building or concession here as existing well-loved businesses currently offer more than enough amenities for a town our size. Would hate to lose parking facilities on Banjo Road.”

“Unsure if any new concessions are necessary.”

“We don't need any concessions anywhere, they are ugly and there are enough shops nearby.”

“What kind of new concessions? Too much commercialisation will spoil the character of the seafront, especially for families who may have little money to spare. It is vitally important not to exclude such families or to make the holiday less enjoyable for them.”

“What new concessions are proposed? It is vital the Council discuss with existing businesses what they should be. Business on the Seafront and Pier

Road is difficult and very seasonal. Witness the fact when they come up for sale they take a very long time to sell. Let's be involved in this process please. I am not against progress and innovation of the right kind.”

“Will the public have an input into which the new concessions are? I believe that any casino/night club would be detrimental to the environment being created by previous display boards.”

“Will this include a deck chair concession?”

“Yes more quality concessions as nowhere for visitors to go.”

Other

“Agree with all SUBJECT to satisfactory resolution of coach parking issue.”

“All could still be achieved with the banjo shape of Banjo Road being kept and worked into the design.”

“As mentioned before, Banjo Road is used for Greenpower goblin car races.”

“Can you find a space for a new sailing club - meaning a simple clubhouse (storage of kit, no bar NB)? This is a much better location than the AYC because that is out of the way, takes time to get to, and cannot be used easily by small boats that struggle to get out to sea down the river.”

“Have you given enough thought to the bonfire weekend? Where will trucks park and concessions be situated?”

“No need to lose coach or car parking in this area.”

“Promenade seating needs improving.”

“The best performance space Littlehampton has is the Windmill Theatre. Spend money improving this, especially backstage, then Littlehampton may attract some well-known artistes.”

“The hammock garden may encourage undesirables to overnight here.”

**Q22 Views on the following concept for the 'Coastal Gardens' [Base: 45 respondents]**

**Figure 11 – (Q22) most frequently mentioned words**



Sheltered terraced seating facing the greens

“Don't like the idea of too much seating for the green, particularly tiered seating.”

“Ensure landscaping allows for wildlife/birds. Not easily pulled up.”

“Good to have shelter from wind but also need some shelter from rain.”

“Great use of landscape to create windbreaks.”



“I think more people would prefer to face the sea than the lawns.”

“Not very keen on shelters facing away from the sea, how about a happy medium shelter providing a windbreak but with a glass back?”

“The sea view is more important than a view of the greens.”

#### Lounging lawns facing out to sea

“A long well designed canopy shelter right along the promenade from East Beach cafe to the concession area with the canopy sloping south to accommodate banks of solar panels to help towards illuminations along the front.”

“I hope that 'the longest bench' and shelters on the promenade will be retained.”

“I like the designs but I'm not sure how the existing long bench would be catered for.”

“I strongly hope our Long Bench will be incorporated into these plans.”

“There needs to be plenty of seating facing the sea for older people who do not want to lounge. People who want to lounge tend to go on the beach.”

#### Accessible shallow gradient footpaths

“All drops should have rails for those who need them and to avoid the visually impaired walking off the side. This is a major problem along the

river development which is an accident waiting to happen.”

#### Meandering, slow paced paths through gardens

“Although I agree in principle, again my concern is that this will be trampled over if not protected suitably.”

“As long as the area of open green is not diminished. The green is the town's biggest asset. Several cricket matches can go on at once with participants feeling cramped. Don't cramp the area open to all types of use.”

“I don't think the gardens are the right concept for a family orientated seaside resort. Attractive planting in and around parking and concession areas yes but new gardens I think isn't right for here. We have Mewsbrook Park and Norfolk Gardens to focus on for that. Not sure that there is the budget to look after them either.”

“I think this would be a lovely feature as long as the cost of upkeep is considered. Also that we do not lose too much of our green space.”

“I'm opposed to any further concreting of the green.”

“Important that not too much of the existing green is lost to seating area and gardens.”

“No extra footpaths needed.”

“We love the paths of discovery, perhaps a sculpture trail could help the discovery aspect?”

#### Sloping lounging lawns facing the greens

“If possible it would be good if the sloping greens had a sea view.”

“Lawns sloping in towards the greens will be north facing, so although they'll afford shelter, there's a danger they won't attract people.”

“Slopes already exist, this is not new.”

“Sloping greens need to face south into the sun.”

“There are already 'lounging lawns' either side of Banjo Road and elsewhere. We do not want bits

and pieces everywhere.”

### Other

“A beach cycle one scooter path would be a huge plus.”

seating to enjoy both areas as the current planting is a barrier, though on the flip side also a wind break? Not sure about the wide planting beds. They eat into the green space. Are the plants going to be varied and interesting enough to provide 'discovery'?”

“A tad too contrived.”

“Brilliant ideas. Please build ASAP.”

“Not really necessary!”

“Could the council afford the ongoing year after year maintenance?”

“Not so sure about any of these in view of the windy nature for the major part of the year and the dampness of the grass. There will definitely need to be adequate wind breaks along the prom! Have lived here for nearly 80 years and have seen all weathers!”

“Don't touch any of it, leave it be. Do not formalise this informal open space. It is not a London park.”

“Great, but will they be looked after, especially after stormy weather?”

“OK but not to intrude on the openness of the green.”

“I believe Arun DC made Littlehampton Town Council install 80k worth of drainage to the Stage by the Sea in case of flooding when I cannot imagine anyone would be there during a flood? Hence the Stage is much smaller than was proposed and does not seem to be a popular addition to the Promenade. I believe its white colour is somewhat stark and off-putting - a warmer sand colour might make it more inviting? Just a thought?”

“People come for the sea and river.”

“It would create a much more interesting green space than just flat greens. Skateboarders will be very happy indeed with the new seats!”

“The existing 'long bench' is not used a lot as it is too exposed to wind, cold, heat, etc. Hence a softened and slightly protected seating area may be more utilised.”

“Landscaping on the edge of the promenade will block the views out to sea from the green and South Terrace.”

“The upkeep and ongoing maintenance and CCTV must all be highlighted.”

“More suitable access between the greens and the seafront is definitely needed and appealing

“These proposed changes will make the seafront a relaxing interesting environment.”

“Will any of this affect the bonfire event, which attracts thousands of people to the town?”

“Will have to cope with wind-blown sand.”



Fitness trail

“Adult outdoor gym in one place.”

“Can outside gym type equipment be included on the fitness trail?”

“Fitness trails seemed to be the big thing 20 years ago - do they ever get used though?”

Eastern coach drop off point

“Bend too sharp for coach drop off, not safe for kids around the play area.”

“Coach drop off not necessary, use the leisure pool car park.”

“Coaches should continue to use Banjo Road (exclusively).”

“Coaches should stay on Banjo Road to satisfy the local area’s visitors (especially older visitors).”

“Don’t like idea of coach drop off, parking on beachside is a proven formula.”

“Don’t want just a drop off area or coaches will park in local roads.”

“Drop off point for coaches on sharp bend = dangerous to children/elderly.”

“Eastern car park is already fully used. Banjo Road is much better.”

“Eastern coach drop off will hinder residents.”

Location for new shelter structure

“Again please make the shelter fit for purpose, wind and rain proof with sea views!”

“New shelter should be alongside cafe on east side.”

“Shelters must provide genuine shelter, not artistic structures.”

Other

“Again do not use up more of the green.”

“Again, is there space somewhere for a sailing club? We wouldn’t need too much area.”

“Better links to Norfolk Gardens and better signage for Mewsbrook Park and leisure centre. Planting to go along past beach huts up to Mewsbrook Park. Welcome signs along seafront at Rustington border with lighting continued right along seafront. Love the fitness trail and want to have coastal gardens like there used to be before the sunken gardens were removed.”

“Can’t do a lot in this area as the bonfire site dominates the area and the heat from it makes the area empty for the rest of the year! Not best use of the greens, although bonfire is a good event.”

“Ensure Norfolk Gardens’ public toilets are open all day and every day and have a cleaner regularly mopping or spraying. Hot weather makes them reek!”





“Pop up food and craft shops but careful control would be needed to prevent undesirable pop up shops.”

“Possibly, as long as it does not involve polystyrene rubbish and awful smells of cooking instead of sea smells! Perhaps a fish bar, salad bar, etc.”

“Proper ice cream, shellfish stall, and toilets.”

“Refreshments, light meals, etc.”

“Same as existing, plus other food (e.g. pizza).”

“Sandwich/cold snacks/taco bar or something a bit different. Something for children?”

“Seafood restaurants, bars.”

“Selling more healthy options.”

“Special food fairs.”

“Street' food.”

“Tea shop all year round.”

“The plans allow for concession expansion nearer the river, and the East Beach Cafe is there and expanding. Coffee bars all the way along would spoil the seafront.”

“Unusual food options.”

“Variety - some ethnic foods.”

“Wider food offerings: chicken, potatoes in jackets, Subway.”

#### Crafts/gifts

“A farmer's market or local antique or craft dealers.”

“A range of services provided in smaller structures (not dissimilar to Xmas market stalls); free wi-fi provision should be encouraged.”

“Art/craft exhibition and concessions.”

“Bric a brac.”

“Clothing, and possibly higher end souvenirs/craft items.”

“Crafts/clothes.”

“Huts with souvenirs.”

“Local crafts; unusual one off individual concessions.”

“Locally made gifts and crafts.”

“Low-cost stalls for local craft-based businesses.”

“Souvenir shops.”

#### Sports related

“Bike hire and speedboat rides.”

“Bike hire would be great and bring back the speed boats!”

“Definitely sports and activities for a wider age range.”

“Fitness/sport related activities on offer.”

“Kite boarding to provide visitor spectacle.”

“Opportunities for water sports and activities, not just more food vending vans.”

“Speedboats were popular. How about banana boats?”

“Water sports (paddle board etc), kayaking provision. Retailer of connected equipment and surf style fashion and accessories.”

“Water sports hire, various including training.”

“Water sports.” (x 2)

Music/entertainment

“Band stand and live brass band.”

“Fun things, street entertainment, markets, things to make you want to come back again.”

“Funfair items, things that do not cost money, shows, performances.”

“Hire of beach fun and beach equipment. Rental of dedicated play space. Trampoline area?”

“Live band performance, comedian acts, and Shakespeare performances.”

“Maybe sanctioned buskers.”

“Open air concerts. Art exhibitions, craft exhibitions.”

“Outdoor activities for children, face painting.”

“Photo Booth? Bouncy castle? Donkey rides? Beach volley? Toy motor boats? Portrait painting?”

“Punch and Judy.”

Other

“As we get in the summertime now.”

“Capping of pricing or encouragement to keep prices competitive with Pier Road by reasonable rents.”

“Don't Smarts control what's sold on seafront?”

“Easter hunt.”

“Extended free parking in off season periods for local residents who use the sea front.”

“I don't understand what you mean by 'concessions'.”

“I feel that local residents should be able to buy a permit for the summer for the parking areas at a reduced price.”

“I strongly agree with this. Temporary concessions should be available for use by the many local community groups and charities in Littlehampton.”

“In moderation.”

“Keep the seafront open. Don't block the area with more cafes which in turn will be more seating on the paths. Littlehampton seafront is a beautiful open space.”

“More accessible facilities.”

“More concessions equal more tourists.”

“More family day events and attractions for everyone to use.”

“More winter/off peak facilities open!!!!”

“No charges outside summer months”

“No, this makes it messy. No more Armed Forces Day - have a day promoting peace instead.”

“Not just seasonal, people use the seafront all year round and it's busy on many winter days.”

“Not more of the same - this is a seasonal town, the current businesses need every opportunity they can get, not more competition - we will end up like Bognor!”

“Nothing on the seafront, disappointing for visitors”

“Of the right quality for the situation.”

“Or even long term concessions that are always open. Not everyone wants to come to the seaside in the summer, we should encourage off season visitors.”

“Same as at present.”

“Screen on the green is a brilliant event, more events like this please!”

“Sounds like a good idea, but I am not sure what in particular we need.”

“Temporary/seasonal can often be very "tacky".”

“The provisions made in the plans for more concessions are sufficient.”

“There needs to be quality control on these and encourage independent people to apply (as opposed to all be anonymous corporations/companies).”

“Tightly controlled during spring/summer.”

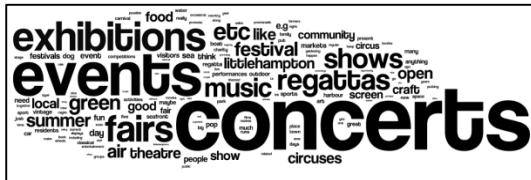
“Too many concessions make an area look tacky.”

“Unsure.”

“You need to get people wanting to visit whatever the season. Local residents should not miss out just because they live here and have to wait for start of the season.”

**Q27 What type of events/activities would you like to see on the seafront? (examples might be fairs, concerts, exhibitions, shows, circuses, regattas, etc)**

**Figure 14 – (Q27) most frequently mentioned words [Base: 193 respondents]**



As at present

“Armed Forces Day, Bonfire night, Screen on Green.”

“As arranged now only.”

“As at present only.”

“As now.”

“Current level fine.”

“I like the current selection.”

“No more than at present.”

“Those we have now are about right.”

“We do not need any more fairs or circuses than we have at present.”

All the examples mentioned/anything

“All of the above, and more. I'm involved with several local groups, and we've tried to arrange events on the sea front only to be told that Harbour Park holds a covenant on the greens, and that they supposedly have a final say on events which take place on the greens. The groups I'm involved with have had events declined by Harbour Park on several occasions, and I'm sure there are many others unhappy with this arrangement. Littlehampton is lucky to have an amazing amount of space to put on events and attract visitors, but this is being hampered by Harbour Park.”

“All of the above.” (x 3)

“All of those mentioned would be beneficial. Kite festival?”

“All the above and particularly an antique steam fair. Beer festival, country show, vintage show.”

“All the above, the more the better!”

“All your suggestions would be welcome.”

“Any of the above. It is always nice when the seafront is being actively used rather than just being a passive space.”

“Anything people want to put on. As many as possible throughout the year.”

“Anything that brings the community together and creates an attraction for visitors is good. All the above.”

“Anything that doesn't leave a mess!”

“Anything to incentivise people to go there on a more regular basis.”

“Yes all of those would be great.”

“Yes all of those, but no more than fortnightly.”

“Yes to all of the above. There is little work to be had in Littlehampton so the visitors, whether day or longer are the way forward.”

Bandstand/stage

"A proper bandstand with occasional brass band concerts. Those white concrete 'clam shells', built a couple of years ago, are not fit for purpose!"

"There should be a proper band stand where bands can perform at any time."

"Use of the stage."

Circus

"A circus was held on the green in summer 2014, so presumably this can occur outside the 'five per year' regulations. Occasional circuses and regular concerts would be ok."

"More circuses."

"Not any more circuses or funfairs than at present."

"All except circuses." (x 3)

"Not circuses otherwise all the above would be great."

"Circus (no animals),"

"Small human circus/gymnastics."

"Circus." (x 9)

Concerts

"Big screen films regularly during the summer, plays/open air theatre performances etc."

"Live performances e.g. used to have concerts about ten years ago, something like Littlehampton rocks etc."

"Big screen open air movies, shows."

"Local dance and cheerleading shows."

"Concerts - e.g. Jubilee (was great), major big event screens e.g. Royal wedding, Olympics, World Cup, Eurovision Song Contest - bring own picnic - everyone joining in together. Screen on the green is great :-)."

"More cinema screenings."

"More film shows."

"Concerts (light and classical music and pop)."

"More music/ at the Stage by the Sea."

"Concerts (not rock or pop)."

"More Screen on the Green." (x 2)

"Music Concerts."

"Concerts maybe but depending on the type of music this might lead to security issues including rowdy crowds."

"Music events." (x 2)

"Concerts would be great. In the 1950s Littlehampton had a week-long of events on the green, now it can't even muster a carnival, shame!"

"Music festival, dancing, including the opportunity to host competitions. Can you imagine at sunset on the new area by the lighthouse hosting the Argentinian Tango championships with outdoor South American food and wine? What a prospect!"

"Concerts." (x 71)

"Music festivals. Like Victorious Festival, Southsea."

"Drama (e.g. a touring Shakespeare company). Littlehampton's Got talent show."

"Music festivals." (x 3)

"Jazz festival."

"Music performance area (permanent). An acoustic music festival."

"Live music (a variety)."

“Music, screen on the green,	“Pop festival.”
“Music.”	“Pop-up screenings of classic films, National Theatre Live, or similar.”
“Music.”	“Radio 1 Roadshow, ,”
“Musical events -, buskers etc., displays, ,	“Regular Screen on the Green performances in summer.
“Musicals. Dance performances”	“Screen on the green, ,
“Open air entertainment.”	“Theatre performances, outdoor cinema.”
“Open theatre productions.”	“Theatre.”
“Outdoor theatre.” (x 3)	“Themed music 'festivals' (e.g. folk, classical, jazz, 70's, 80's, etc.).”
“Outside theatre productions.”	“There are some good local choirs and bands to entertain the visitor.”
“Pantos.”	
“Performance, , music.”	
“Plays would be nice.”	

#### Transport themed events

“A return of 'Wheels'.”	“Bus gathering.”
“Anything with vehicles needs careful thought. The Wheels event two years ago was good but churned up and damaged the green for a long time.”	“Motor show.”
“As mentioned the Greenpower goblin car races.”	“Shows like Wheels or Red Bull Extreme Sports.
	“Steam rally.”
	“Vintage cars/vehicles.”

#### Exhibitions

“Art exhibition from local artists.”	“Exhibitions.” (x 29)
“Artwork, exhibitions.”	“How about an art show in the midst of the new beautiful gardens?”
“Car show/display.”	

#### Fairs/markets

“Art festivals.”	could link to a child's activity sheet/webpage - a Treasures of Littlehampton hunt.”
“Arts events...festivals!”	“Craft fairs.” (x 10)
“Car boot fairs.” (x 4)	“Exhibitions of local art and crafts, antiques, or other markets.”
“Craft fairs devised to flow from the town centre with teasers and effective signing, not just a pointing sign on a post. Maybe something that	“Fairs and events to celebrate and promote important historical features.”



“Fairs.” (x 5)

“Farmers' market (local produce).”

“Farmers' markets (i.e. Italian, French).”

“Farmers’ market, international food festival.”

“Food fairs, French markets, displays.”

“Food fairs.”

“Food festival, not just for the young.”

“Food festival.” (x5)

“I like mixed family events, like food, music, crafts. We went last summer to the apple festival in Slindon, I love things like that. I find Littlehampton events seem often the same as each other, same cotton candy, same stalls, etc but not much happening to make you stay, nothing active or entertaining.”

“International celebration of culture.”

“Markets.”

“More fairs

“Natural health fairs.”

“No need for fairs - we have Harbour Park.”

“Not car boot sales.

“One fun fair in the summer.”

“Open air mini market, including selling of foreign products.

“Sculpture trail along promenade.

“summer fairs.”

“Summer fetes,

“Traditional "village" fair type activities.

“Traditional fairs/proms etc.”

“Vintage festival/market.” (x 2)

#### Air shows

“Air shows.” (x 3)

#### Community events/fundraisers/charity events

“Charity fund raisers,

“Commemoration to suffragettes of town; women's day event.”

“Conventions, interest led groups,

“Events that promote Littlehampton and surrounding area.”

“Fundraising events for military/homeless.”

“Good old 'family fun days' that don't cost a lot but create memories.”

“Local community events, , amateur nights, cook outs, open air theatre, drive in movie, picnic

movies. Take a look at the kind of events Sydney Australia do for summer months.”

“Mayor's speeches?”

“More community events.”

“Need to be sensitive to the community.”

“Really enjoy the current ones as they bring the community together, definitely more spread out over the year,

“Some more family centred events would be a good idea.”

community events

#### Sport

“A putting green.”

“A sport related event would be fabulous. Maybe like x games, skating, BMX, scooting, etc.”

“Children's sports day.”

“Cycling related events (e.g. a pop-up velodrome like they have in Worthing).”

“Fun runs.” (x 2)

“Half marathons.”

“Kite-surfing festival.”

“Maybe exercise classes, fun runs.”

“Might be suitable for an ice rink or roller rink?”

“National windsurfing championship (rounds).”

“Need to think about events to drive footfall in shoulder seasons and winter, so maybe in marquees, ice rinks etc etc.”

“Schools' fair. Participating schools could have a stall, mini competition against another etc. Could help them to raise much needed funds for them.”

“Sport events. If there was a running track/cycle track there could be training courses/races.”

“Sporting events, maximising income and exposure to the new facilities.”

“Sports events.” (x 4)

“The majority use is recreational sports such as football, cricket, rounders, dog walking and the throwing and catching of balls.”

“Tournaments and organised games.”

“Tug of war event.”

“Water sport competitions.”

“Water sport events. There are lots of talented people in our community!”

“Would be nice to keep a putting green.”

#### Regatta/nautical themed

“A regatta would be cool. Maximise our harbour and sailing community.”

“A regatta would be good to celebrate Littlehampton's maritime heritage.”

“Boat bazaars/marine exhibitions.”

“Boat show.”

“Boating activities (the old Zapcats?). Link a river/seafront festival (the first one was brilliant).”

“Events at sea to be encouraged, especially if viewed by the public from the promenade.”

“Events promoting the river and lifeboat.”

“Extension to riverside regatta.”

“Fishing contests.”

“Perhaps more seaside related events (but weather often against regattas etc).”

“Pleasure boat to Arundel,”

“Powerboat racing, surfing, kites.”

“Regatta.” (x 26)

“Regattas sound like fun but are they really viable in Littlehampton?”

“Re-instatement of the Arundel pleasure boat.”

“Sea/water themed events, if possible.”

“Shows to promote sea/river/lifeboat.”

“We have a naval history and boat-building etc. so can make the most of that.”

#### Dog shows

“‘Best dog' competitions.”

“Animal/dog show.”

“As many residents (and visitors alike) own dogs, I think charity events would be welcomed. Perhaps a dog show, with surrounding animal charity tents selling their wares, an agility day

with local dog owners putting their dogs through their paces?”

“Dog competitions”

“Dog shows.”

### Carnival

“Carnival.”

“Why only five events? You could have a lot of events in the summer. Put the Littlehampton Carnival on the seafront, and more concerts as it's a big space.”

“Town Show,”

### No noise disturbance

“As long as it's not too disturbing for residents along the seafront.”

“None. Think of local people.”

“No events at all. Think of the locals.”

“Nothing too noisy as upsetting for locals and some visitors.”

“No more noise.”

“Out of consideration for local residents, not too noisy.”

“None, think of local residents.”

### Other

“A lot more than 5 events. Why only 5 events? It's an ideal setting for events.”

proposals go ahead with the support from the majority.”

“Activities or at least doesn't include face painting!”

“I love it when the coaches come from London and people party on the green!”

“As wide and varied a programme as possible.”

“I think we should be encouraging weekly open-air events all through the summer -,

“Events are well managed and community events should be encouraged. Don't feel we need more events, but we could publicise some of the other events that happen much better which would appear as if we have an enhanced programme e.g. the charity runs/ Santa dash etc. Other events happen without us having any control whatsoever e.g. large annual gathering of church groups.....no booking required, they just turn up and we need to put some controls in place so we can plan, manage the litter collections etc.”

“It's what the public demands.”

“I already enjoy the fairs, circuses, "film" evening on the green. If there is evening lighting installed along the promenade, Littlehampton will definitely be a place to go in the evenings as a family. Hopefully this would deter the teenagers and youths gathering for all the wrong reasons, leaving their cans and rubbish everywhere.”

“Make more use of the stage by the sea with musical entertainment and talent shows for children.

“Nature trails and walks.”

“I believe Littlehampton has the opportunity to be a really lovely town and I really hope all the

“No disagreements with the events that happen on the green, but no increase.”

“No more than TEN days! Small events could run simultaneously.”

“Prefer not too many on the seafront. Keep it as it is.”

“Quality, well organised events, like Armed Forces Day, Screen on the Green, and Bonfire Night.”



“Generally I love the plans. More play/activity areas for all ages and less grass would be good.”

“I am generally positive about the proposals, and hope you will take on board my suggestions, especially with regard to the removal of East Beach Café storage facility and to continuing the garden /shrub beds fully around the Beach Crescent so that they are on the eastern side as well as the south and west.”

“I am very pleased with the proposals on the whole. Perhaps something more could be done on the Oyster Pond for children, like remote control boats, little islands in the pond with plants etc?”

“I completely agree that there needs to be works added to the seafront as, in my opinion it is the best part of the town. I would be very happy to assist in development from the academy point of view. I'll be in touch soon. Name supplied (xxxxxxx at The Littlehampton Academy).”

“I like the idea of improving Littlehampton seafront. It has become old and tired and needs new life put into it. I love the idea of having activities on the seafront, it will give young and old alike things to do. Making Pier Road single carriageway so people can eat outdoors in the summer is a fantastic idea. Overall a very good scheme that will really improve Littlehampton.”

“I think all of these ideas are fantastic and will make a hugely positive difference to our town. Change is always good and I think it would make a huge difference to the negative culture/opinions of Littlehampton.”

“I think all that has been shown is brilliant, the whole concept makes me want to go to the beach now. I think it will help put Littlehampton back out there as long as it will be well maintained and guarded (from youths, drinkers and homeless).”

“I think Littlehampton would benefit greatly from the proposals.”

“I think that the plans for this look wonderful and will go a great way in supporting tourism to the area. The ideas are based around visitors and residents both young and old and, as a young person myself who has grown up in Littlehampton, this is really appreciated as for many years there hasn't been enough to do here.”

“I'm looking forward to the changes and improvements and can't wait for it to be done.”

Let's hope it's not a long drawn out process....maybe clear time scales to be given for the community to see?”

“It all looks very good. Make sure the Windmill is integrated into the plans. Keep the BBQ facilities on the green.”

“Like what has been proposed.”

“Love it. Just do it!”

“Love the sound of it all, definitely need to promote our lovely seaside and the green area and encourage visitors.”

“Overall these look like excellent changes to the seafront/greens. Its success will depend on the quality of the work.”

“Proposals look good.”

“The artist's impressions of the proposals look good, however it is important to keep to these artist's drawings and not to deviate or downgrade.”

“The plans will take Littlehampton into a far more attractive seaside town, into the 21st century and that locals can be proud of. We would like these plans to be approved.”

“The proposals and their design are excellent. Well done. Please do all that you can to bring them to fruition. Maybe add a flat area with a compass as a design on the floor to encourage knowledge and appreciation of winds, sun, direction etc. It could also be used at night for star viewing and orientation if a few knowledge boards were introduced? Maybe not for here but LDA have rightly worked on the arrival experience to LA ( Littlehampton!)”

“The proposals are very good but it is important that the seafront and town become better linked together as many regular visitors to the promenade who arrive by road are not aware that we actually have a town centre with shops and eating places and a museum etc.”

“The proposals look fantastic; let's hope they can be delivered.”

“The river and seafront in the one location is very rare and I think under exploited. Linking the two aesthetically and possibly with events would be a real asset to Littlehampton, drawing in more tourists and therefore bringing more money to the local economy. Overall, a brilliant plan which I fully support.”



“The river walkway is fantastic, if the proposed scheme is carried out to that standard it will be an incredible place to visit and live.”

“There is no harmony at present between the various structures along the seafront, this project seems to offer an opportunity to create a sense of "flow".”

“These are some of the best proposals that I have seen recently and it would be disappointing if they are not accepted.”

“These proposal plans will improve the seafront, bring visitors to the town, and local residents with their families will be able to enjoy these facilities too.”

“These proposals are a great start towards the regeneration of Littlehampton seafront. They indicate the potential to revitalise the town's economy for the benefit of residents and local businesses; to enhance the district's reputation for high quality leisure facilities; and to highlight the opportunities to create a great seaside experience for visitors.”

“They look lovely, I hope it is all done as tastefully as the Pier Road flood defence.”

“We do not currently live in Littlehampton but are very interested as we intend to buy some

property there in the near future. We are delighted with all of your proposals and feel that Littlehampton is a hidden gem which will really shine with a little careful attention to the coastal green area (which you are focusing on). This all sounds rather expensive but please encourage the public to volunteer to help with the work alongside professionals. Seduce them with well organised day events with sessions of group work followed by breaks with simple food provided. However, we would like to mention that, for all its beauty (the river, historic buildings and sea) Littlehampton will not flourish unless the public feel safe! It has a reputation for suffering from individuals who hurl abuse at passers-by! This must be swiftly dealt with or else the victims will not return and nor will their friends!”

“Well done to the officers involved in putting this together. Some great ideas and a lot of hard work 'behind the scenes'.”

“With careful planning, Littlehampton is THE best and a unique place on the south coast. All the other resorts have a road with traffic directly at the side of the beach, Littlehampton is safe and car fume free.”

“Would like a face-lift, thoughtfully done.”

#### Broadly negative

“I don't like the look of the plans as they take away from the minimalistic feel to the beach which I find comforting as it allows for views of up to miles along the beach. I just like it how it is at the moment but we should definitely regenerate the town centre somewhat seeing as it's well overdue, maybe we can focus on that instead? Speaking from experience, the environment within the town isn't very nice and it needs to be greatly improved whereas the beach has a nice calming feel to it. It's a shame the town doesn't match up in comparison.”

“I'm concerned that although Littlehampton needs updating the soul of a traditional seaside town will be lost. We have already had thousands of pounds wasted on a cafe that is ridiculed locally and could have been bigger with more glass providing all around views; a long seating

arrangement which the children use as a climbing frame and has worn badly; and a so called bandstand that barely fits a group standing in it.”

“Not a lot going on seafront, fitness trail a good idea.”

“Not keen on the amount of activities proposed for the Active Hub area and feel it would be better suited on the space where the tennis courts are, and keep that part of the green green. Maybe extending the fitness trail, something less harsh than the proposed activities?”

“Tourism is a major income and should be preserved. We have sandy beaches and a generally safe environment. Do not spoil it by trying to modernise. Let visitors and locals enjoy it as it is.”

Mixed

“Good luck with all your proposals, especially the lighting up of the prom etc. Littlehampton is a little jewel on the south coast and the improvements to date have been much appreciated. Shame the east beach cafe ruins everything and is a standing joke with locals. Perhaps you could screen this with planting? Preferably Leylandii!”

“Overall the proposals look very exciting for Littlehampton sea front. However, I would have concerns that the amount of activities proposed for the Active Hub would be a step too far and the noise level for residents on that side of the green would impact on their enjoyment of their outside space.”

“Positives: Planting and theming would be good to tie into the East Bank etc. Planting and theming to hide more/better/more efficient car parking. Seafront walk/tracks parallel to the prom looks good idea. Children's play provision - as long as maintained  
Negatives: Coach parking loss - seems ill thought out in practical terms. Why remove a unique asset? Just make Banjo Road a better version of itself. More events - where will people for these park if it is already a busy day? Problems for residents trying to park. More concessions - this leads to the Bognor-isation of the seafront which has a great "soft sell" feeling at present. This could put off family visitors rather than attract. This is degeneration. Missed opportunity: Parking provision for cars (and

coaches) increasing in same/existing footprint. More car park money for council/more visitors for businesses/less congestion on roads for residents.”

“The proposals seem to be designed to move the Littlehampton east beach area upmarket. Whilst this is a desirable long term aim it is likely to prove disappointing and frustrating to many residents and day trippers in the short term to medium term.”

“The seafront needs a lift not a complete change, an enhancement, good luck”

“This is a great plan but please look at the whole of the seafront, it is all part of Littlehampton and has a combined and united link with Mewsbrook Park and the new Leisure Centre. It is one town, work and create the same thing. Make it a home for wildlife, this town apart from seagulls has a total lack. With correct planting and landscaping this could change and that in turn would encourage more people to come especially outside the 6 weeks of summer holidays. We are on a river and migration route we should have all the opportunities to create an environmentally green town as well as a pretty and accessible one. The whole of the survey does not mention the natural environment once, it is vital especially for a seafront town. The town should promote and encourage and become a leader in green planning, plus this will probably open doors for funding?”

Car parking

“Cars bring visitors to the beach and town, they are not the enemy.

“Littlehampton's biggest assets are the sea, a lovely flat prom, open safe green for families, the walk along the harbour wall to a range of excellent cafes that appeal to families, mainly because they provide good food at reasonable prices. It is an old fashioned holiday resort, that's why people like it; but if you keep putting up the price of parking they won't stay all day and the cafes will struggle and you will lose one of our best attractions.”

“Make the area residents' parking only.”

“On hot days during school holidays there are not enough parking spaces though, so I feel that this needs to be considered too.”

“Our only bugbear is parking. We are bombarded with people parking outside our house. So perhaps parking charges can be reasonable.”

“Should make side streets along South Terrace permit holders only to stop visitors parking.”

“Whilst I think the proposals are very positive I have key concerns over traffic and parking. Currently on a sunny day the car parks are full and people are being charged a premium. The plans suggest losing one over flow car park and all coach parking. Being a seaside town we need the day trippers and holiday makers to feel welcome and for it to be easy for them to get here. If the first thing they find is they have to walk miles to their coach or pay a huge price to park on the seafront they will not return. Working in the tourism industry I would be concerned how whilst the green will be beautiful for the locals

our height of summer income from the tourist community would be seriously affected. We have to make it getting here, parking and setting up for the day as enjoyable as the trip to the seaside. No

one wants to start their day at the seaside annoyed because they have spent half an hour parking and then had to pay a fortune for the privilege.”

#### Coach parking

“I think that more attention should be paid to disabled buses (SLD children). They need to have access to buses and facilities. Quite often the drivers are a part of the care needs and also have to have access to the vehicle for equipment being carried on board.”

“Please do consider the buses for the disabled. There will be mini buses with wheelchairs, they need close access to toilets and need parking close to the beach, they cannot park away from their passengers.”

“Need coach parking near the seafront.”

“Where will the coaches park?”

“Need to consider where coaches will park after dropping off.”

#### Windmill cinema

“PLEASE keep/incorporate the Windmill cinema facility - beautiful, well equipped, clean, super staff, brilliant films and live screening. All on our doorstep.”

“Windmill Entertainment Centre: sad that yet again ADC has failed to mention this important asset of the town's in any way shape or form in this proposal! It must be looked at and how it can be supported through this design.”

“Why is there no mention of The Windmill Theatre? This is an essential building and must stay.”

#### Shelters/seats

“As an OAP some comfortable seating and shelters along the promenade. The present 'long bench' is extremely uncomfortable and the absence of covered shelter is to the detriment of enjoyment when resting along the seafront.”

“The plans do not seem to me to have comfortable seats looking out to sea along the promenade.”

“Do not remove the bench; it's part of the story of Littlehampton.”

“We DEFINITELY NEED A SOUTH/NORTH FACING WIND SHELTER as there is no respite from the winter weather at present. I just hope that these proposals come to fruition.”

“Provide shelters for day visitors when the weather is not good.”

“When installing seating and shelter areas more consideration needs to be given to how people will use them and if they actually will use them. Again I mention the long bench which is rarely sat on because it is so uncomfortable, and its shelters act as wind tunnels not wind shelters. Please provide comfortable sheltered seating for people to just sit on and look at the sea. That is all most of us who visit the seafront want to do anyway.”

“Shelters need to be weatherproof i.e. wind and rain proof.”

“The older age group has been very badly served by recent 'improvements'. Their needs are simple: somewhere comfortable, properly sheltered from the elements, to rest awhile and enjoy being by the sea. This is not expensive, but it very much feels as if no one is listening.”

Don't ruin a valuable asset (the green)

"Always bear in mind that the main function of the green is as an informal strolling and sitting and kick-about area. The fitness benefits, physical and mental, and the pay-off in terms of reduced health-care costs (apart from injuries sustained from holes dug by treasure hunters - see below) of this will always far exceed that of installations and gadgets and fitness trails. Also cheaper and lower maintenance."

"At present what we have is treasured by this resident and all our visitors and has been so down the ages. Improvements have to be attended to but not at the expense of losing what we have."

"Because I live there I am concerned that the historical character of the end of South Terrace and east beach is retained."

"Don't go overboard and spoil what we already have."

"Ideas should complement what exists now, not try to alter dynamics that clearly work now or spoil the uniqueness of Littlehampton seafront."

"It is important that the integrity of the greensward is protected as it is one of the outstanding features of Littlehampton as a seaside resort. Already there have been too many intrusions on this exceptional public asset. My concern is that overall the plans propose further encroachments on this unique open space."

"On the whole very interesting proposals but please maintain the open, uncluttered and natural beauty of the seafront"

"The attraction of the green to residents and visitors is its informal, natural beauty, although sadly eroded over the years by buildings and car parking. The opportunity should be taken to make the green greener by restoring eroded areas and sensitive planting to lessen the impact of unattractive car parks and structures."

"We must be very careful to keep a balance between what we love and appreciate now with some modest and sensible improvements. The open spaces are precious and visitors are quite capable of organising their own fun times without the need of the huge expenditure envisaged by all the proposals."

Funding needed

"All these proposals are very good but only if the money is secured to provide them in their entirety. Too often in the past schemes have been downsized or not delivered as promised due to lack of funding or poor management."

"If all the proposals are unable to go ahead without external funding it should be made clear how they will be prioritised. For example planting and landscaping could be sponsored and delivered over a staged timescale, over a couple of years or more to achieve the outcome. Decent toilets should also be a priority. To what extent have you taken into account the accident records from the foreshore/Harbour Park/riverside and other areas as a means of informing your design decisions? Likewise have you analysed the attendance of coaches and therefore numbers of individual visitors? I suspect the revenue may not be great enough for the area they take up but you really need to accept that the coach park is one of the main reasons Littlehampton is

attractive to groups. Pier Road should be pedestrianised totally, not be just a single lane road, but I suppose you are compromising with the businesses. There should be some compliance put in place to ensure the shops along Pier Road are decorated to a high standard to enhance the attractiveness of the riverside walkway and al fresco areas."

"Many of the suggestions sound very good, possibly too good to be true, so I rather doubt that the money needed will be forthcoming in sufficient quantity to achieve everything proposed. I hope some of the best points can be acted upon eventually, although I do think it is very important to try and build on assets we have already (e.g. Oyster Pond, Long Bench, family friendly greens and facilities, etc), to maintain the unique character of Littlehampton."

Public toilets

"I have been visiting Littlehampton since 1980. Both public toilets have always been awful and desperately need attention. They need to be bigger and much better looked after."

"Luxury toilets could be a town feature."

"Nothing should be done to increase visitor numbers unless proposals to restrict public toilet opening times are scrapped."

"The best thing about Littlehampton that really sets it apart from other coastal resorts is that it is safe for children because it has the green rather than a main road directly behind the beach. Anything that can be done to enhance the green should be welcomed."

"The brick toilet block needs rebuilding or renovating, as does the generator block which is an ugly brick building."

"Toilet facilities: more needed, better and updated facilitates, not unisex, better opening hours, open across all months."

"We understand there are currently proposals to restrict the opening times of the Norfolk Gardens public toilets. We will require these to be open for the duration of our bonfire celebrations including the building of the bonfire. We shall be grateful if we can be kept directly up to date in future with the progress of the improvement proposals in so far as they affect our bonfire celebrations."

Maintenance

"All very nice and will look nice if achieved but needs to be looked after properly and maintained. Areas we already have are in the condition they are due to poor repair or lack of repair. There can be no excuses for overgrown flora and potholes."

"The green is not maintained eg. rubbish as was before. Repair work on the pavements along River Road has been filled in with black tarmac, not the materials the Marina pavements were

originally built using. Makeshift job, quick fix, not a good look."

"The implications for future maintenance also need to be considered fully so that the facilities are kept to a high standard. I give as an example the long bench, which is now looking very tired, in need of new paint and has slats missing in places. Rundown facilities do the town's reputation no good and will prevent people from revisiting."

Other

"A nice cafe building to replace the concrete kiosk building. Not, I hope, replaced with a similar ugly design. Shanklin and Ventnor on the Isle of Wight have shown how renovated seafronts can look."

"About time some (preferably most) of these ideas were considered and implemented to make more of a wonderful asset. Improve signage and links to the repaved town centre."

"As a supporter of the Littlehampton Bonfire Society etc some of the local residents of Beach Crescent and South Terrace already make it clear they do not like these events, and with spiralling costs of each group putting them on, often without support of ADC etc. it is very difficult to encourage locals to want to put on events in Littlehampton even though the bonfire night, for example, draws so many people to the town."

"Concerts, with a variety of music types offered: classical, jazz, folk, steel band, bandstand, school choirs etc. Exhibitions of work by local artists affixed to the pier. Dance festival with children of Portuguese and Irish communities etc."

"Consider control of metal-detectorists who appear at night and dig holes which cause ankle-injuries. The more the people are attracted on to the green, the more dropped money and jewellery, and the more detectorists will carve the turf up."

"Cost with value for money must be at the forefront. One sees too often public money being squandered on daft ideas rather than spent wisely. A classic example being the 'longest bench in the world' which destroyed some very useful and enjoyable facilities - weatherproof shelters, comfortable benches - and wasted money that



could have been spent in many more deserving and better ways.”

“Designers and architects always have grand plans but they don't have to live with the results of their grand plans. Please think carefully before deciding on a design. Just because it looks good and the pitch draws you in and they say "but it works so well in some other place" doesn't mean it's right for Littlehampton. The residents of Littlehampton use the seafront every day, please don't design it with just tourism in mind.”

“Does seem like someone has a lot of money to spend when so much else could be done to improve amenities for other areas of the town; i.e. a couple of seats and better provision on Worthing Road "wreck" - nothing at present but poor out of date play facilities and a doggy bin! A narrow tarmac path and the brilliant basketball court. There are so many other areas that could do with improvements, fitness trails, etc. Yes improve some of the front but it all has to be maintained, more parking provided etc. etc. There are some good features like new SHELTERS THAT WORK AND NOT SOME ARTISTIC FANCIFUL STRUCTURE THAT WE SEEM TO HAVE DUMPED ON US AT PRESENT.”

“Don't change it, it works. Make parking free.”

“Don't get carried away with cool, 'in' stuff. This has to still look good in 10-20 years' time.”

“Eastbourne Concerts seem to be well attended.”

“Events on the green should cover a wide spectrum of culture to suit all tastes. An old fashioned steam fair, as seen in Oaklands Park, Chichester last year, would be popular.”

“General concept fine. Bandstand could be sited in Caffyns Field.”

“Get those covenants on the green removed. The green was given to the town, not to one business. However it's important to hold jurisdiction on what goes on the green.”

“High end restaurants/facilities. Too much focus generally on budget hotels and family premises. If I want to eat out I go to Arundel. Need to attract that clientele to Littlehampton.”

“I feel the best possible use for this area is: 1. To keep the area mainly as is, they will come. It is such a unique spot for river/sea/green. 2. Make Pier Road a pedestrian only area - it is just not wide enough for vehicles, pedestrians, shoppers and strollers. 3. Keep Banjo Road as a 'coach only'

road. No cars allowed - once coach companies/drivers realise they can park here, Littlehampton will become a go-to place with Arundel and Chichester for a day trip. 4. If you make specific use areas; Basketball, 5-a-side, hammock areas, they cannot be used by for other purposes. What would seniors use these areas for?”

“I find it so difficult to see such tiny grey print on this computer that I apologise for my typing. I also suspect that many people with transport will prefer the wildness of Climping Beach rather than the future contrived Benidorm.”

“I hope dogs are not going to be any more restricted due to these plans.”

“I would like to see the cafe painted light green, light blue with white wave caps. This would be a winner. Also develop the west side of the green to match the east side. Good luck to you and I hope it works out well for everyone.”

“Illumination is a good idea.”

“It would be nice if the Oyster Pond hired out remote control boats etc. The kids look bored just pedalling around in pedal boats. It could have rocks and a lighthouse in the centre.”

“Littlehampton has the potential to revive itself, as other British seaside resorts struggle to do the same, but I would hate to see it turn into just a noisy, rowdy place even if that did mean a lot more visitors. It was once a favourite for wealthy Victorians, maybe it could emulate Bournemouth rather than Clacton!”

“Make it nicer, more up market, less like a tacky "has been" town full of drunks.”

“No dogs on beach at any time, or dogs on a lead at all times including on promenade. This is all well and good when new, but must be maintained to a decent standard.”

“No dogs on the beach at any time or all dogs must be on a lead at all times, summer and winter.”

“Please continue the planted area around the outside wall of Beach Crescent. As of now, the south east and eastern aspects of this wall are not planted and it seems an oversight that the shrubs and plants around the west and southern aspects were not continued all the way round. Please also disguise the building next to the East Beach Café which is an eye-sore. Otherwise I am mostly pleased by these proposals.”

“Please do something about the awful roundabout at the end of Bridge Road and the A259. The arrival experience is a bath tub, a tiny galleon and a smattering of flowers. This is a joke and truly awful. If this remains the first arrival experience then no amount of excellent design experience later at the sea front will eradicate this memory. Look no further than the design of so many roundabouts in France for inspired and brilliant ideas.”

“Please make sure you do not interfere with the town's bonfire night celebrations.”

“Take this opportunity to reconfigure the gradient in front of the Stage by the Sea.”

“The amount of open space we have at the seafront is excellent and shouldn't be reduced. Planting should be low maintenance. The Littlehampton Bench shelters aren't attractive, the colour encourages individuals to use them as chalk boards. Bournemouth beach huts are so attractive because of the colours, it would be good to incorporate pastel colours somehow. Large bins and recycling bins, as waste piles up in the summer.”

“The events on the green should cover a wide spectrum of culture to suit all tastes. An old-fashioned steam fair would be popular.”

“The greens are very important but the seafront needs improving as not much to do for visitors. We had Action Boat which was really good, now nothing!”

“The town needs to be encouraged to be an all year venue, not just a summer one. Concessions need to be encouraged to open longer hours in the summer and also open other good days throughout the year. We used to visit all year but could never get a coffee when we arrived out of season. The town has a lot to offer but it is not utilised. With the weather unpredictable we get warm days earlier and later in the year, but nothing is open. We also need to be aware that school holidays differ in other counties. This year has been a real issue as West Sussex had a different half term and the Easter holidays are slightly different too. Tourists come down and find nothing open then do not come back again. Even if there are a few things open, at least it looks like we are trying as a town to encourage tourism. The town does need to change to attract a new audience but also it does not want to lose its quaint feel as many visitors come because they do not want another Brighton. We also need to encourage more use of the whole stretch of beach, not just squash everyone into the small

section which at present is life guarded. Previously we had life guards up to the east beach cafe, these need to be brought back. Why should the tourists benefit from the life guards yet beach hut owners and dog owners who use the beach further along not benefit from a safe swim? The town does not stop at East Beach Cafe it goes right along to the leisure centre and as such the new concept should take the whole area into account. The parking goes right along so the planting and improvements should also go right the way along.”

“The wider connection diagram shows a connected ring of movement. However, landscaping proposals for both phase 1 and 2 don't appear to connect around the Look and Sea Centre/Lifeboat Station area. Currently visitors walk down the river from the beach and turn around just before they get to this point as it appears as if the attractive area comes to an end. They are close to town yet fail to realise it and therefore do not visit. More should be done at this area to encourage visitor towards the town. The car park currently acts as a barrier at this point and in my opinion, the proposals won't change this trend in movement unless more is done here. Other than that I approve of the scheme.”

“These proposals are exciting but any new areas, especially of seating and picnic areas, need to be managed properly to ensure that everyone takes their rubbish home and that noise is kept to a reasonable level. There are a number of large unofficial gatherings (baptisms?) that occur each year and whilst I don't believe they should be stopped they should be managed more effectively so that the area welcomes everyone.”

“Why has this only been put to LDA for ideas? LDA may have designed the river but frankly there are many issues to it that have never been corrected.... The path along river road still needs to be fixed but I have been told that the surface that they laid and was later partly removed cannot be replaced as per the design as the company they used has since gone out of business. Says a lot for the future upkeep of the areas. There are many issues with lack of railings along the raised river walk way where it will lead to an accident due to the drop. Steps late at night not clearly lit could again lead to further accidents. The surface in many areas has very obvious foot prints of an animal walking across them while the cement was wet, I would not accept this if I were having work done at home and ADC should have had this replaced at cost of the contractor. The bench by the light house was always clearly put in the wrong way around so if

people sit on it where they should be looking out to sea, they are in fact looking to Harbour Park back entrance, not a great view! LDA not the way!”

“Would it be possible to introduce a ramp or slope from the promenade onto the beach to enable less able people to access the beach? Although there is one concrete ramp near the lifeguards' base, there is still an area of shingle which has to be crossed and this can make

accessing the beach difficult for people who are unsteady on their feet. The introduction of an additional ramp (or boarded walkway) near the beacon could possibly extend onto the beach, crossing the shingle area, to reach the sand. Introduce scented plants, if possible, in the new planting to enhance the experience of people with visual impairments.”

“Would like to see a water fountain somewhere on the green, like there used to be.”

AGENDA ITEM NO. 7.ARUN DISTRICT COUNCILLITTLEHAMPTON REGENERATION SUB COMMITTEE – 14 JUNE 2017

## Information Paper

Subject : Summary of tourism support currently provided by Arun District Council

Report by : Margaret Murphy – Tourism Business Development Officer

Report date : 26 May 2017

EXECUTIVE SUMMARY

Arun District Council supports tourism in many ways, with several departments working hard to keep the District attractive, clean and safe.

Specific tourism support sits within the Economy Group and provides a range of initiatives. This report sets out the key activities that are either led by the Council or where we play a significant delivery role in.

**1 INTRODUCTION**

- 1.1 With two famous seaside towns both benefitting from great regeneration plans, quality beaches and coastline, plus a world famous historic town and the River Arun linking the coast to the glorious South Downs National Park, the Tourism Sector plays an important role in the district's economy. The Arun district attracts approximately 4.3 million visitors each year generating a total spend of approximately £237.6 million. (Source: Tourism South East) indicating that the Arun District is an attractive, thriving place in which to live, work and visit.
- 1.2 Arun District Council continues to support tourism in many ways, with several departments working hard to keep the district attractive, clean and safe. Specific 'Tourism Support' sits within the Economy Group and provides a range of initiatives. There is currently one full time equivalent post provided by the Council, the Tourism Business Development Officer, who works with a wide range of delivery partners.

## 2 THE VISITOR ECONOMY VALUE TO THE DISTRICT

2.1 The Council commissions an annual report by the regional tourist board and industry experts Tourism South East. These reports are delivered each August / September for the previous full calendar year. The most recent edition we have is for 2015 which reports:.

“Recent trends for the Arun District show steady year-on-year increase in tourism value, however, despite a small increase in the volume and value of the overnight market, growth in overall value was flat in 2015; this was driven by a fall in day trips”

Top Headlines from the 2015 report are

- an estimated 597,200 staying trips were spent in Arun in 2015, of which around 530,400 were made by domestic (UK) visitors (89%) and 66,700 by overseas visitors (11%).
- Compared to 2014, the volume of domestic overnight trips increased by 1.8% and the volume of overnight trips made by visitors from overseas increased by 4.2%.
- Staying trips resulted in an estimated 1.99 million bed nights in the District, a small increase of 0.5% compared to 2014.
- Staying visitors spent £120.9 million on their trip in Arun in 2015, up 1.0% compared to 2014.
- Just under 3.7 million tourism day trips were made to the District (lasting more than 3 hours and taken on an irregular basis) in 2015 which generated a further £119.7 million tourism expenditure.
- Compared to 2014, the volume of day trips dropped by 0.8% and day trip expenditure dropped by 1.0%, but as mentioned above the volume of overnight / staying visitors increased by 0.5%

2.2 The 2015 full report is provided as a Background Paper and also available to view online at [www.sussexbythesea.com/tourism-business-centre](http://www.sussexbythesea.com/tourism-business-centre)  
The 2016 figures are expected in the late summer of 2017.



### 3 PROMOTING THE ARUN DISTRICT TO VISITORS AND RESIDENTS

- 3.1 'Sussex by the Sea' is the tourism 'brand' of Arun District Council, widely recognised and used to promote the district to visitors and residents as the official source of tourist information for the district.
- 3.2 Originally adopted in 1994 the brand is promoted using a suite of marketing tools to reach as wide an audience as possible, utilising limited resources. These tools include:
- Website – [www.sussexbythesea.com](http://www.sussexbythesea.com)
  - Social Media – Facebook, Twitter and Instagram
  - Visitor Guide – printed annually
  - Marketing (*with partners for economies of scale and cross promotion*)
  - Lamppost banners, In-house Events database & Seaside Awards – (*Managed by the Council's Event Officer in the Greenspace & Emergency Planning Team*)
  - *Visitor Information Points – (2 x Call In and Collect facilities and 1 x staffed centre)*
  - Visitor Enquiry handling : received via website, email, phone and post
  - Tourism Development Initiatives, including promotion of Quality Assurance schemes

Each of the methods listed reach certain segments of our audience at different times and we aim to keep up with industry trends. The following information explains describes how this is done in more detail.

#### 3.3 [WWW.SUSSEXBYTHESEA.COM](http://WWW.SUSSEXBYTHESEA.COM)

- 3.4 The Council commissioned an updated tourism specific website and database which went live in April 2013. This replaced the previous version which was in need of development and was expensive to maintain and upgrade.
- 3.5 [www.sussexbythesea.com](http://www.sussexbythesea.com) is currently hosted by Verseone Technologies who also provide the Council's corporate website and database.
- 3.6 The tourism site has a bright, attractive, holiday feel, designed to attract visitors to the district and is the main marketing tool and "Virtual Visitor Information Centre" holding a wide range of useful information for visitors and residents. There are many links to the corporate site e.g. Beach, Car Parks, Parks and Open Spaces and the site works well on mobile devices.
- 3.7 Verseone Technologies also supply the website's Content Management System now managed solely by the Tourism Business Development Officer along with the website.
- 3.8 Previously maintained and resourced by the Council's Communications Team, following recent service changes, the tasks were (initially temporarily) taken on by the Tourism Development Officer and have subsequently become a core

responsibility of the role. As and when time allows, the database and website are being developed through experience and years of tourism knowledge.

### 3.9 Website Content

Visitors to the website are able to find a wealth of information, including:

- Pages on each town and the district
- Specific subject pages e.g. Accessibility, Beaches, Parks, Things To Do Cycling & Walking etc
- Searchable categories e.g. Where To Stay, Things To Do, What's On
- Descriptions and contact details for hundreds of local tourism businesses, attractions, accommodation, event organisers, food & drink, transport providers and retailers.
- (Each tourism business in the Arun District has a FREE website listing in their relevant search category which can be upgraded to an 'Enhanced Listing' or Banner advert for a fee)
- An Itinerary Planner tool and Blogs
- There is also a Tourism Business Page which includes useful information for local businesses on a range of industry subjects

### 3.10 Managing this data is an ongoing and every day task to keep up to date.

Regular management includes the following, and more:

- What's On calendar events, including sourcing, checking and reformatting information to the website's template designs
- Developing new ways of providing information, in shorter 'sound bites' to reflect current needs of visitors with less time to read long tracts of text e.g. new 'Quick Links Pages'
- Ongoing checks, 'troubleshooting' and reporting technical issues to the VerseOne Support as and when identified
- Checks that information is displaying correctly on mobile devices
- Selling and creating 'Enhanced Listings' and Banner style adverts to local tourism businesses, the income of which contributes to the costs of providing the website and printed Visitor Guide.

### 3.11 As the core source of tourist information and used for many different aspects of Tourism Support it is estimated that on average at least 25 % of any working week will be spent on the website and database in one way or another.

### 3.12 However, as technology and trends are forever changing we are mindful of the need to continue to embrace new ways of providing information and inspiration, in a resource effective way to potential visitors and residents, in order to maintain a share of the tourism market.

#### 4 GOOGLE ANALYTICS AND SEARCH ENGINE OPTIMISATION

- 4.1 Google reports that for the full year to date there were 438,607 page views on the site.
- 4.2 This is down 7.95 % in comparison to the previous year, but there may be several reasons for this. For example; the continued rise in the use of Social Media ( See 3.2) as a prime source of information; plus perhaps inexperience and resource limitations during the 'handover' phase in the management of the site from the Communications team.. Experience and training should help to resolve this if this is the case.
- 4.3 The most popular landing page is " What's On", with 44,612 views in the current year to date. This figure is up by 6.1% on the previous year (41,967) so is a priority to keep up to date as much as possible.

#### 5 ACCOMMODATION QUALITY RATINGS

- 5.1 Until recently the Council's policy was to promote accommodation providers only if they held a current Quality Assurance Award (Star Ratings) with the national tourist board (Visit England) or the AA.
- 5.2 Whilst we still want to support and encourage businesses to sign up to the national quality schemes, it is recognised that consumers also now use other commercial review and booking sites and other means to choose holiday accommodation.
- 5.3 Additionally, and anecdotally, several successful accommodation businesses are leaving the quality schemes as their customer bases have increased, resulting in many return visits and as the costs of being part of the scheme outweigh the perceived benefits.
- 5.4 Therefore, in order to keep up with industry trends and provide a wide choice of accommodation to encourage visitors to stay longer, we now *also* promote accommodation properties within the district which:
  - Are part of a large commercial group, with self-assessment and good quality values e.g. Hilton Hotels
  - Hold 4.5 and above good quality reviews / ratings on sites such as Tripadvisor, Google, Facebook etc.
- 5.5 Several years ago we had an accommodation booking system, but this was ceased as being resource heavy with very little return. There are many globally recognisable commercial OTA s (Online Travel Agents) who provide this service.

## 6 SOCIAL MEDIA

- 6.1 The popularity of Social Media is well documented and is proving to be an effective free communications tool. Many people now use this method of providing and accessing the latest information, alongside the now traditional websites. Media savvy businesses now recognise that whilst their website may hold core information, Facebook, Twitter and Tripadvisor etc are essential tools in driving visitors to the website to find out more – in addition to the well-known search engines.
- 6.2 This is also the case for tourist destinations. Providing Interesting stories, inspiration etc with website links is an increasing element of the role, to encourage new visitors to find out more.
- 6.3 'Sussex by the Sea' is very active on both Facebook and Twitter and these media have developed into a major and relatively quick way of sharing tourist information to a wide and ever growing audience. The Facebook account currently has nearly 1200 followers and the Twitter page nearly 6500.

Posts and tweets by local attractions and other tourism businesses are actively searched for on a daily basis and reposted/shared/retweeted from the Sussex by the Sea accounts. Information discovered is also used to populate and update the tourism website where relevant.

Posts are regularly commented on, 'liked' and shared to an even wider audience. For example, recently a post by Pagham Yacht Club showed a video of a pod of porpoises enjoying swimming off the local coast. This was discovered and shared to the Sussex by the Sea account page and 'reached' over a thousand Facebook users within 24 hours and generated over 30 'Likes' and comments.

- 6.4 Sussex by the Sea also has a presence on Instagram, which is taking time to grow, due to time resources and a slightly different delivery model. With this account we are able to upload images of the district, direct from smart phones and encourage and comment on images shared by others as 'User-generated content' (UGC) These images can then also be shared on Facebook and Twitter to reach even wider audiences.
- 6.5 Tripadvisor is also a useful tool which some businesses seem to favour over other media and in some cases is their only online presence. Therefore this is useful as a research tool to find new businesses and check on the quality reviews of existing businesses, for information and promotion purposes.

## 7 THE SUSSEX BY THE SEA VISITOR GUIDE

- 7.1 The annual visitor guide continues to be very popular with visitors, residents and local tourism businesses. 65,000 copies of the 44 page DL size guide were printed in 2017.
- 7.2 The Council has produced an annual guide for many years (reference copies from 1984 are held on file) and continues to produce this as one of a wide range of tools to attract visitors to the district. It is recognised that many people still don't have easy access to the internet, or even if they do, prefer a paper copy to browse, share and refer back to. In some cases, visitors will have done their research online, but on arrival want printed information to carry around for inspiration, often discovering something that they would not have thought to search for online.
- 7.3 The guide is designed completely in house by the Tourism Development Officer working with one of the Council's two Graphic Designers.
- 7.4 Reflecting the style of the tourism website, and constantly directing readers to discover more online, the current guide features around 212 ideas and contact details of businesses under the headings of:
- Things to Do
  - What's On Highlights
  - Food for Thought
  - Where to Stay
  - Maps
- 7.5 21 paid for advertisements from local attractions and accommodation providers, the income of which helps towards the production costs, currently £6,500
- 7.6 The guide also includes a directory listing all the accommodation providers listed on the website, to provide a wide choice of places to stay for visitors. The 2017 front cover picture features a new paddle-boarding business on Bognor Regis Beach, which in itself has generated a great social media response. Selected events featured in the Visitor Guide and website also go to populate the What's On Pages of the Arun Times, produced by the Communications team twice a year.
- 7.7 An electronic version of the visitor guide is also available to view and download on the website. This is useful for 'time poor' visitors who want a quick reference guide to 'flick through' for inspiration and to augment the searchable category /business listings. It is also useful for overseas visitors to view without incurring international postage costs for the Council.
- 7.8 The visitor guide is distributed by two specialist companies throughout the UK via a mixture of attractions, hotels, motorway service stations, supermarkets and other outlets. It is also available to order from:



- the distributors' websites
- Sussex by the sea website
- specialist holiday guide fulfilment company
- local and national Visitor Information Points
- local businesses and locations e.g. foreshore and some railway stations. Other locations are being investigated

7.9 As an annual project the guide can take up a lot of officer time between October and March / April, but demand remains steady for this way of communicating to a wide audience. Information gathering, advert sales, etc is always combined with the ongoing updating of the website and is a very useful communication tool with local businesses throughout the year.

7.10 Annual production, print and UK distribution costs are up to £14,000. Currently around £6,500 income from advertising has been generated to help towards costs and there are more opportunities for online advertising income being developed.

## 8 VISITOR INFORMATION POINTS

The Council continues to work closely with partners to deliver a Visitor Information facility in the three district towns:

### 8.1 Arundel Visitor Information Point (VIP)

- The Arundel Museum Society hosts a tourism leaflet display for the town's attractions and immediate Arun District, South Downs and Chichester area, inside the foyer of the town's purpose built museum
- Located in a prime position in the town, next to the main car / coach park and opposite the Castle entrance, 'hands on' local knowledge of the town's businesses is provided by Museum Society volunteers, alongside local history museum displays, a range of museum events (including guided walks in the town) and educational facilities for school groups.
- Due to technical difficulties with the previous Council supplied tourism touchscreen, there is currently no digital facility at this site. In truth visitors seem to prefer and appreciate speaking to the volunteers at the Museum and browsing the comprehensive leaflet display, for information – and inspiration on local attractions.
- The facility is open every day throughout the year except for Christmas and New Year holidays.

- Leaflet supplies are co-ordinated and supplied by the Council's Tourism Development Officer from specialist suppliers. Specialist tourism knowledge and liaison on operational matters are also regularly sought and supplied.
- There is no annual cost to the Council, apart from officer time and occasional small projects paid for from the tourism development budget.

## 8.2 Bognor Regis Visitor Information Point (VIP)

- The Visitor Information facility , working with Sussex Newspapers, continues to be a successful partnership, with the newspaper staff being very helpful to visitors, alongside their other duties.
- The Council owned building, is located opposite The Regis Centre between the seafront and the town. As part of the Council's Accommodation Review we are currently working with the Council's Properties and Estates team on a new agreement for the extension of Sussex Newspaper's occupation of these premises and are hopeful that this partnership arrangement will continue.
- A tourist attraction leaflet facility and event information is provided in the facility plus a popular UK Holiday Information service. Leaflet supplies are co-ordinated and supplied by the Council's Tourism Development Officer from specialist suppliers. Specialist tourism knowledge and liaison on operational matters are also regularly sought and supplied
- Recently the Bognor Regis Town Centre Manager has moved into an office in the facility, created for him by the Properties and Estates team, which works well with the other uses of the building and is another example of successful partnership working.
- The facility is only able to open from 9am – 1 and 2 – 5pm, Monday – Friday due to the newspaper's staff contracted hours, but there is plenty of current information displayed in the windows facing the seafront and adjacent Place St Maur, for '24/7' local information.
- In addition tourism leaflets are also available in the Regis Centre opposite, a neighbouring gift shop, seafront Foreshore Station, and the Railway Station.
- The tourism touchscreen previously situated outside the facility and subsequently vandalised has been replaced by an ipad inside, supplied and maintained by the Council's IT Team and a new upgrade is currently being sourced to overcome some ongoing technical issues.. This provides customer access to [www.sussexbythesea.com](http://www.sussexbythesea.com) and other useful tourism websites.
- We are also starting to work with a commercial Digital Media Company for the planned provision of some specialist software for the ipad and also (subject to

costs) a new digital display screen to be located inside the window and facing out to visitors 24/7. This will replace, in time, and upgrade the current digital message display which is managed remotely via a Twitter account by the Tourism Development Officer. The new display screen will also be managed remotely and be able to display information used by other existing marketing tools.

- The modest annual cost to the Council for this shared facility, as part of the current “Licence to Occupy” is for some maintenance, shared utility bills, plus any small projects mainly paid for from the tourism development budget as and when required.

### 8.3 Littlehampton Visitor Information Centre (VIC) at Look & Sea!

- This staffed facility continues to operate successfully as a Visitor Information Centre for Littlehampton and the district and is fully ‘networked’ to Tourism South East, Visit England and Visit Britain (the regional and national tourist boards).
- The Look & Sea Centre VIC (plus Exhibition, Restaurant, Conference Room and Viewing Tower are open every day all year round, except Christmas Day.
- Visitors to the viewing tower are around 5000 per year, so we expect Visitor Information enquiries at the centre to be more than that, plus many emails and ‘phone calls.
- The Council and The Look and Sea Trust have a Service Level Agreement for which the Council pay £16,800 per year. The current three year agreement due to be reviewed, allows the Centre to be fully staffed and runs until April 2018.
- Leaflet supplies are co-ordinated by the Look & Sea VIC staff with some assistance from the Council’s Tourism Development Officer, along with specialist knowledge and liaison on operational matters.

## 9 TOURISM DEVELOPMENT

- 9.1 The Tourism Development Officer continues to work with the district’s tourism businesses, advising on issues and queries, encouraging and advising new contacts and helping existing businesses develop skills and quality.
- 9.2 Business visits, to help with marketing, social media, Quality Assurance, training and skills opportunities and other information take place as time allows, as well as email and telephone conversations. Recent visits have included both new and existing operators of four different attractions, two B&Bs and a hotel, with more planned. As a result in the last year, three accommodation providers and at least three attractions are now more proficient in using Social Media and other marketing

tools (with some group help from local forums such as West Sussex Attractions Group)

## 10 CUSTOMER SERVICE

- 10.1 Despite all the activity online, customer enquiries and visitor guide requests continue to arrive, on average around 30 /40 per week, via the website, email, phone and occasional letter.
- 10.2 Enquiries can be as 'in depth' as working out an itinerary for first time visitors from the US and Australia, to wanting the name and contact details of a particular business half remembered from a previous visit or vacancy details during Bank Holidays and Goodwood events. As much as possible and where appropriate, all enquiries are answered with links back to specific pages on the website.

## 11 WORKING WITH TOURISM PARTNERS

- 11.1 A healthy relationship has been cultivated with the tourism officers at all three town councils and 'Visit Arundel', collaborating and sharing information and marketing ideas and also working with the new Tourism Lead Officer at The South Downs National Park.
- 11.2 Arundel is also starting to look at new ways of promoting the town as a Gateway to the National Park and we have recently had an exploratory initial meeting.
- 11.3 We continue to work as much as possible with other Sussex Destination Managers at destinations across West and East Sussex – under the brand 'Love Sussex', the regional and national Tourist Boards, Coastal West Sussex and partners from Adur & Worthing and Chichester District Councils and West Sussex County Council.

## 12 COASTAL WEST SUSSEX AND 'EXPERIENCE WEST SUSSEX' TOURISM PROJECT

- 12.1 The Council are working closely with Coastal West Sussex, neighbouring District Councils and West Sussex County Council on a project to encourage more visitors across the county.
- 12.2 The public face of this project and campaign is [www.experiencewestsussex.com](http://www.experiencewestsussex.com) which has been developed from an existing County Council site, but is now populated with more 'experiences', blogs and itineraries to inspire visitors who are looking for activities and quality visits to the county.
- 12.3 More links are being created from [www.sussexbythesea.com](http://www.sussexbythesea.com) and other existing West Sussex district websites to this site and social media is actively being utilised to share stories across the different partner organisations, as time permits.

- 12.4 The project is funded by West Sussex County Council's Pooled Business Rates and Arun District Council provide officer time to attend development meetings, local knowledge of the district's tourism attractions plus local images and copy etc.
- 12.5 As part of the project visitor research was commissioned in the summer of 2016 and surveys conducted in Arundel, Bognor Regis & Littlehampton as well as other towns across West Sussex. The results of these surveys can be supplied on request.

**Background Papers:**      [The Economic Impact of Tourism in the Arun District](#)

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<b>Littlehampton Regeneration Position Statement – 14<sup>th</sup> June 2017</b>	
<b>Project</b>	<b>Background Information</b>
<b>Littlehampton Town Centre Public Realm Scheme</b>	<p>The council submitted a very strong bid to the Coastal Communities Fund and the Littlehampton town centre scheme was recognised by the Department for Communities and Local Government as a potentially fundable project. We were unsuccessful on this particular occasion. The majority of regions supported by the grant were either located in the west or north of England.</p> <p>In determining who should be awarded the grant DCLG took into account the mix of projects, the geographical spread of funding across previous funding rounds, and the overall fit with the programme outcome, as well as the viability and risks attached to the various bids received.</p> <p>The council will await an announcement from DCLG on whether or not there will be a further 'Round 5' Coastal Communities fund that the council can re-apply for.</p>
<b>Littlehampton Seafront Public Realm Design Scheme</b>	A report will be presented to the LRSC on the 14 <sup>th</sup> June 2017 meeting concerning the Littlehampton seafront design project.
<b>Tourism Support</b>	A report will be presented to the LRSC on the 14th June 2017 meeting
<b>Town Centre Safety</b>	<p>ADC has commissioned East Hants County Council to supply new Enforcement Officers to the Arun Area, including Littlehampton. The Enforcement Officers can issue on the spot penalty fines for litter and dog fouling. The service is at no cost to ADC and the service is funded through fines levied. The contract is initially for one year.</p> <p>The Town Centre Manager continues to work with ADC colleagues, Traders Partnership, Business Wardens, Police, to combat crime and anti-social behaviour. The Traders Partnership also met with the Police Commissioner to discuss the current model for policing Littlehampton. A few improvements have been made to the reporting process in order to build up intelligence on offenders. The powers of the business wardens have been increased to tackle anti-social behaviour offenders.</p> <p>The Business Wardens Service has been extended by the Home Office for one further year (April 2017 to April 2018).</p>

<b>Project</b>	<b>Background Information</b>
<b>Town Traders Partnership</b>	<p>The Town Centre Manager continues to work with the Littlehampton Traders Partnership to promote the Town Centre, through social media, the press, magazines and radio campaigns.</p> <p>The spike in vacancy rates at the end of 2016 is in reverse with a number of new businesses opening up, most notably Savers opening up in the unit previously occupied by Morrisons in Surrey Street. This unit had been closed for some time, so this is key reinstatement of retail in Surrey Street.</p> <p>Other new businesses include Party Things 2 Go, Fresh'N Up Barbers (both in Surrey Street); Coastal Cycles relocated from Pier Road to Anchor Springs; Portuguese Grill in the High Street (formally the Contented Pig).</p> <p>Feasibility is being investigated into introducing footfall counters in Littlehampton Town Centre. This will help in building up fuller retail data and inputting into a town centre 'health check'.</p>
<b>Markets &amp; Events</b>	<p>The Portuguese Market held on April 29 was smaller than expected and generally didn't emulate the success of the same Portuguese Market held in November 2016. Discussions are ongoing with the organiser to determine whether future markets will take place.</p> <p>The Artisan Market continues to thrive and expand. Operating on the first Saturday of each month, the market now incorporates some stalls that were included in the Portuguese Market. The Artisan Market is promoted through full page adverts in ETC magazine and also Littlehampton Gazette. It is also promoted on Spirit FM on an ongoing basis.</p> <p>There will be a market event on each Saturday in December. This will follow the format of the Artisan Market but with festive theme decoration.</p> <p>The Kids Fun Day will be repeated again for every Wednesday in August. This will be the third year of this event that has increased in popularity and attracts a sizeable (mainly local) crowd of children with parents.</p> <p>ADC and the Littlehampton Traders Partnership are supporting the Littlehampton Arts Week and the Love Littlehampton Festival in Caffyns Field in July.</p>
<b>Littlehampton Promenade Shelter Project</b>	<p>The council has interviewed 3 businesses wishing to develop the shelter site into a café venue and are in discussions with a potential developer / occupier. Due to the commercial nature of the scheme and the point reached we are unable to provide further details. The proposed plans are currently being considered through a pre-planning process.</p>

## Item No. 8

<p><b>Littlehampton Long Bench Slat Engraving scheme</b></p>	<p>Littlehampton's Long Bench and shelters were installed and opened to the public on 30th July 2010. The bench was created, following a community initiative to come up with ideas to enhance Littlehampton seafront which involved local school children. A grant from CABA's Sea Change funding supported the cost of the structure along with a donation from Gordon Roddick. Arun also resourced and funded a significant amount of the cost towards the scheme. The scheme cost in excess of £500k and the lifecycle of the structure is 20 years plus.</p> <p>A slat engraving scheme was created for the initial launch of the structure and the general public were invited to purchase slats. No further slats were offered after the first 500 larger slats were sold.</p> <p>The council continues to receive enquiries for slats from the public. It is acknowledged that the scheme is popular and considered unique and a positive addition to the seafront offer. The council therefore, intend to relaunch the scheme. As efficiency the council will be working in partnership with an external organisation that will manage the provision and sale of the slats in the future.</p> <p>The new scheme will start this summer at no cost to the council and a small percentage of income generated will be retained by the council to maintain the Long Bench shelters.</p> <p>Members will be advised in due course regarding the launch of the scheme.</p>
<p><b>Littlehampton Arcade</b></p>	<p>Littlehampton Arcade has now full occupancy (despite the short leases – with only 5 years left on most leases). The latest business to open up is Cornucopia replacing the Wee Gym's second unit, now moved to the Arcade Business Centre.</p> <p>Work has commenced on cosmetic improvements to Littlehampton Arcade. The main work will be to prevent pigeons being able to perch and foul in the Arcade.</p> <p>Further investigations are taking place to ascertain whether the lighting (also used for perching) can be replaced.</p>