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# Arun District Council 2023 New Housing Development Surveys Littlehampton

Report  
November 2023  
Prepared by: Acuity Research & Practice

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# Introduction

Kingley Gate is a new development on the northern edge of Littlehampton, a seaside town in Sussex, west of Worthing. Planning permission to develop the site was originally granted in 2014 and building began soon after. The development now has a total of 605 properties, mostly for sale but with a few rental properties.

At the beginning of September all residents on the development in Littlehampton were sent a postal questionnaire, together with a covering letter from the Council and a reply paid envelop to send off their completed forms. The survey also included a link, so if they wished to, residents could complete the survey online. Incentives were included in the form of a prize draw with the chance to win one of three shopping vouchers for all residents who completed the survey.

Of the 605 survey packs sent out, 144 responses were received back, with 107 completed by post and 37 online. This is sufficient to give a margin of error of  $\pm 7.1\%$ . Whilst this response is a little lower than hoped for, it still represents a good return and provides vital information about these residents for the Council.

The development in Littlehampton principally provides accommodation for owner/occupiers but does also include other tenures.



This report includes information about the residents, where they have moved from to be in Littlehampton, satisfaction with local amenities, and satisfaction with the different aspects of the development. Two open-ended questions were also included, given residents opportunities to expand on their answers.

Arun District Council has commissioned Acuity to survey the residents of new housing developments in the district, ranging in size from 100 to 1,000 homes.

This survey is the first one of these and focuses on the residents of the Kingley Gate development of 605 homes in Littlehampton.

The survey is designed to collect information about the residents as well as their experiences of living in this new development.



# Background Information



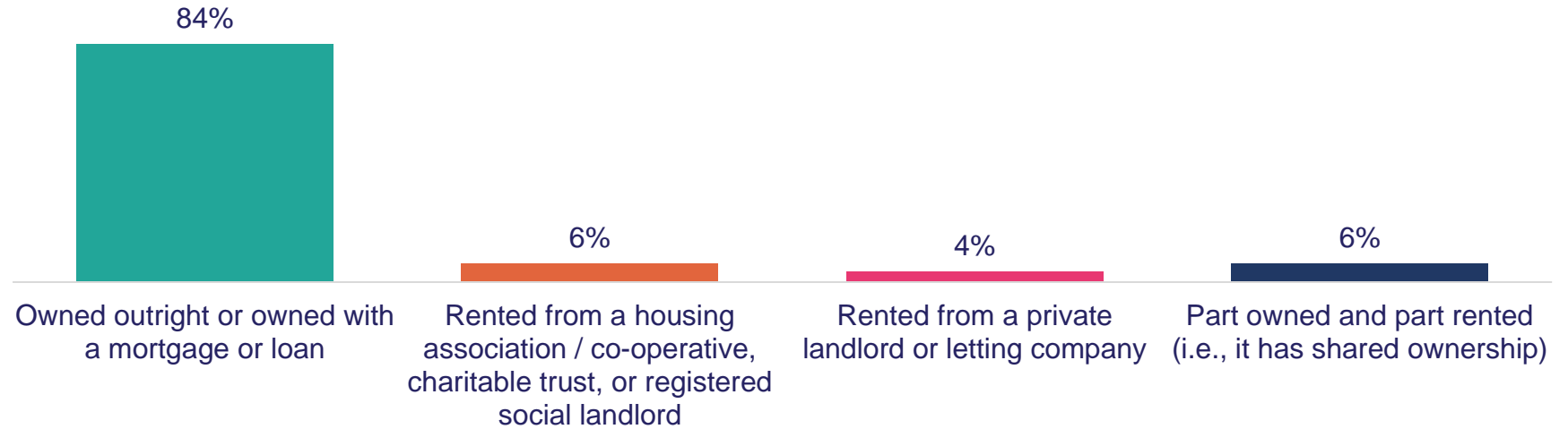
# About The Home

Firstly, residents were asked if their home is owned or rented and 84% stated that it is owned outright or owned with a mortgage or loan.

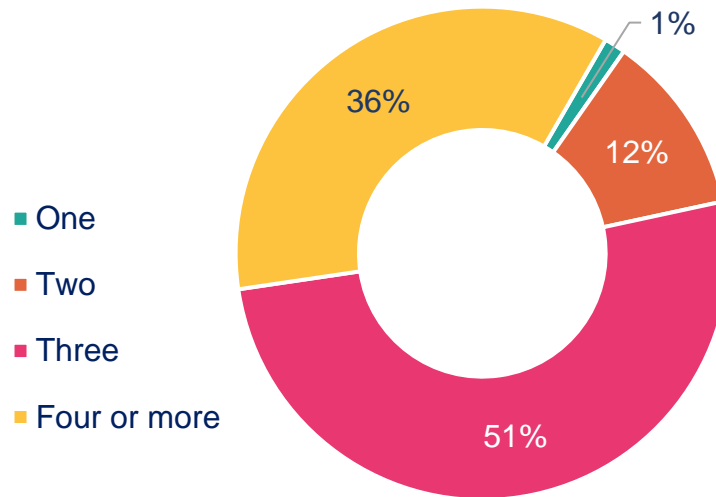
Just 6% of residents rent their home from a Housing Association or social landlord, 4% rent from a private landlord or letting company and 6% part own and part rent (shared ownership).

The majority of homes have three bedrooms (51%), with 36% having four or more, whilst 12% have two bedrooms and just 1% have one.

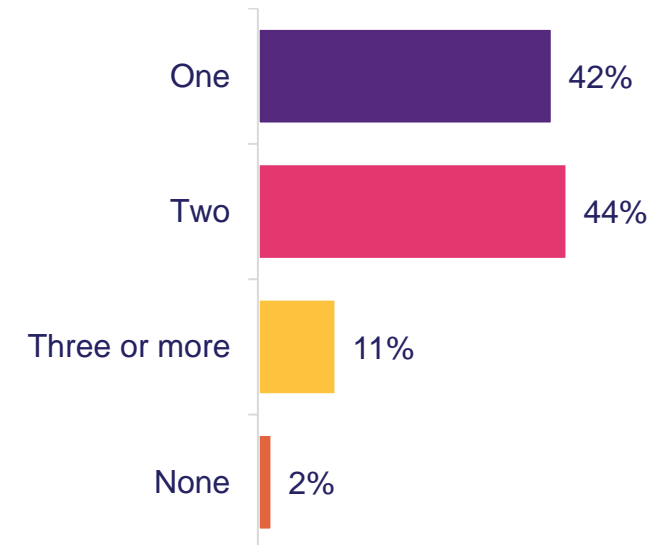
Vehicle ownership is high, with 42% of residents having one and 44% having two vehicles owned or available for use by the household. There are 11% of households with three or more vehicles but just 2% do not have any.



## Number of Bedrooms



## Vehicles at Property



# Resident Ages

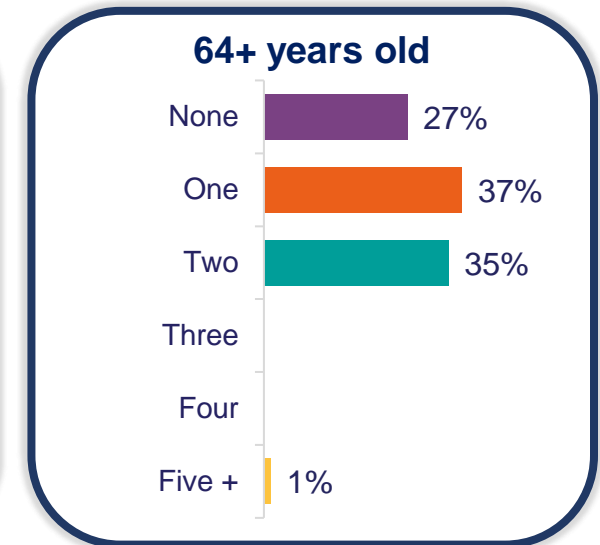
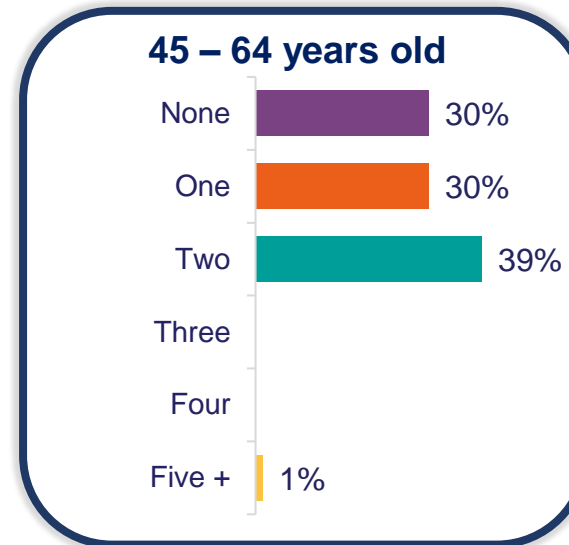
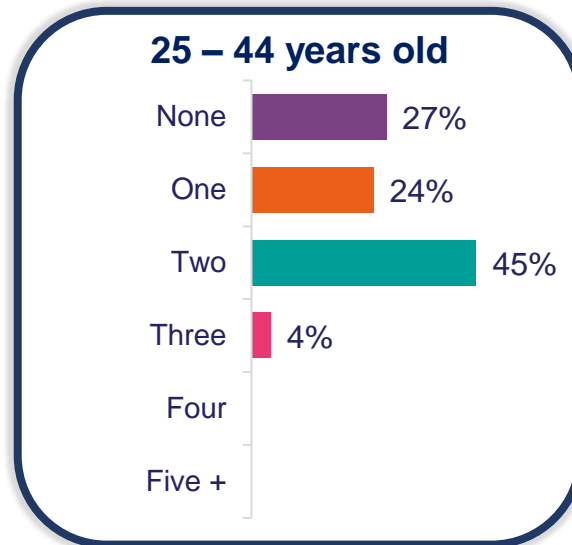
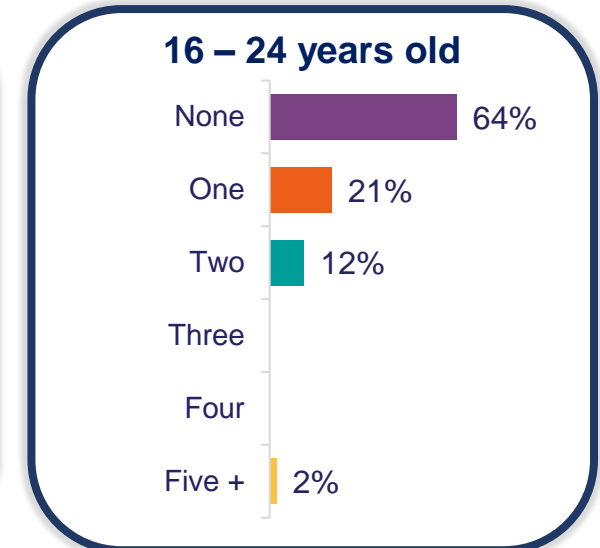
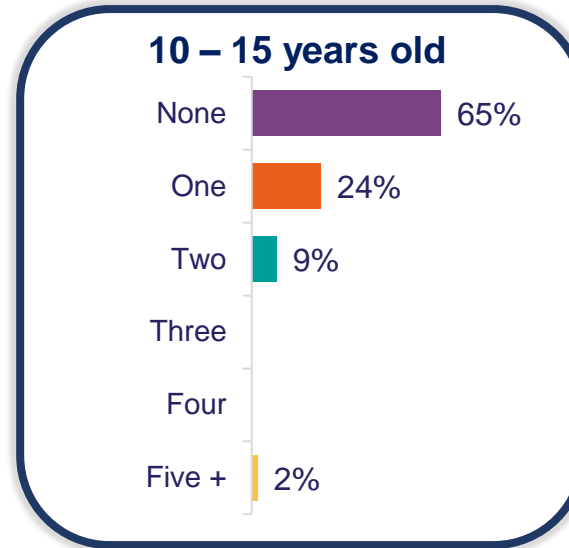
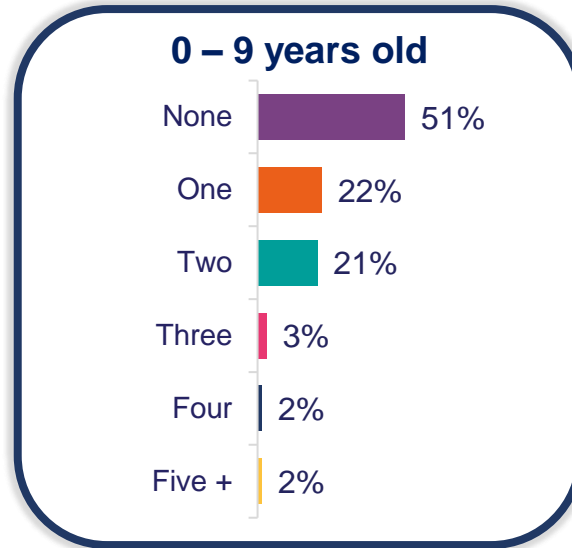
The residents were asked about how the members of their household split into a range of age groups.

In terms of the youngest children, 22% households have one person under the age of 9 with 21% having two. There are also 24% of households with one member aged between 10 and 15, 9% having two of this age.

Of the older members, 21% of households contain someone aged between 16 and 24, with 12% having two. There are 45% of households who have two members aged between 25 and 44 and this appears to be the most common arrangement.

Of the oldest household members, 39% of households have two members aged between 45 and 64 and 35% have two people aged 64 or over, 37% have one member of this age.

This shows that the make up of the households is quite varied across the development, with some older members but also families with young children.



# Previous Home & Reason for Moving

The next set of questions focus on the reasons for moving and where residents had come from.

The most popular reason given for moving to the new development in Littlehampton was to be near a relative, this accounting for 20% of the reasons given.

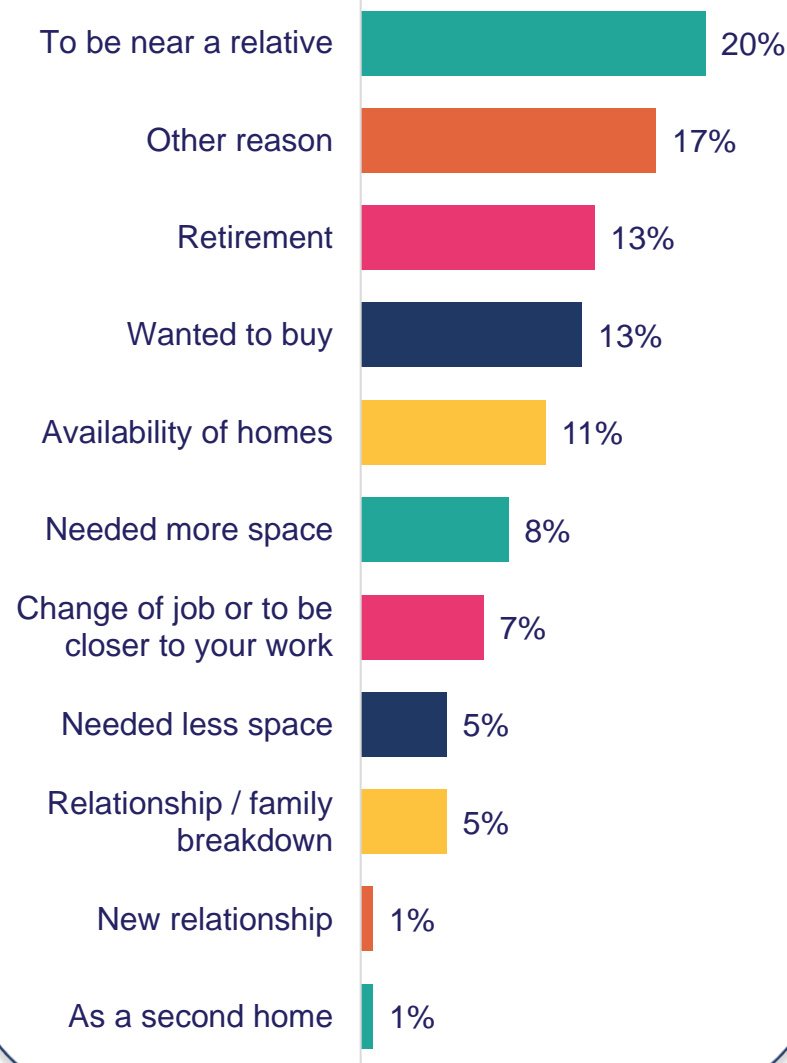
There are 13% who said they moved due to retirement and an equal number said they wanted to buy a property. The availability of homes was a consideration for 11% of those responding, 8% wanted more space, 5% less space and 7% had a change of job or wanted to be nearer work.

However, 17% gave 'other' reasons, these include being in Littlehampton as it had previously been their home, being closer to the sea for health reasons, schools and the environment and wanting a new detached home.

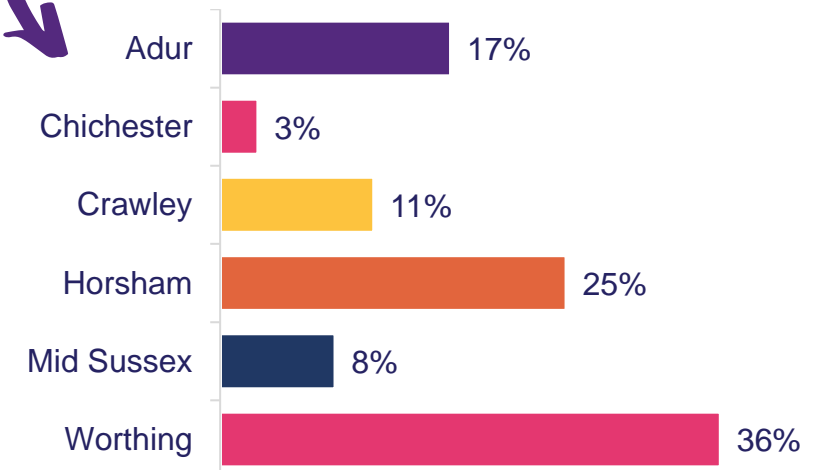
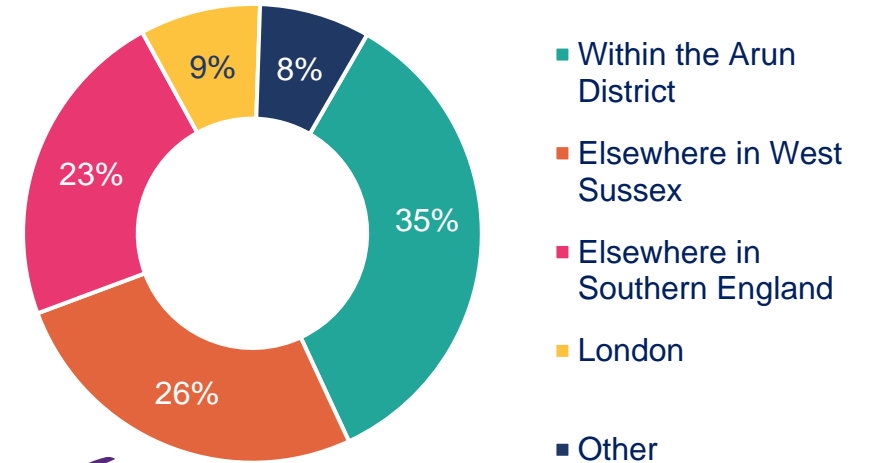
A third of residents (35%) had previously already been in the Arun district, 26% were elsewhere in West Sussex and 23% were elsewhere in Southern England. There are 9% who moved from London and 8% from other locations, these given as Guildford and Bogner Regis.

Of those moving from West Sussex, 36% were from Worthing, 25% from Horsham, 17% from Adur, 11% Crawley, 8% from Mid Sussex and 3% from Chichester.

## Reason for Moving



## Previous Home Location

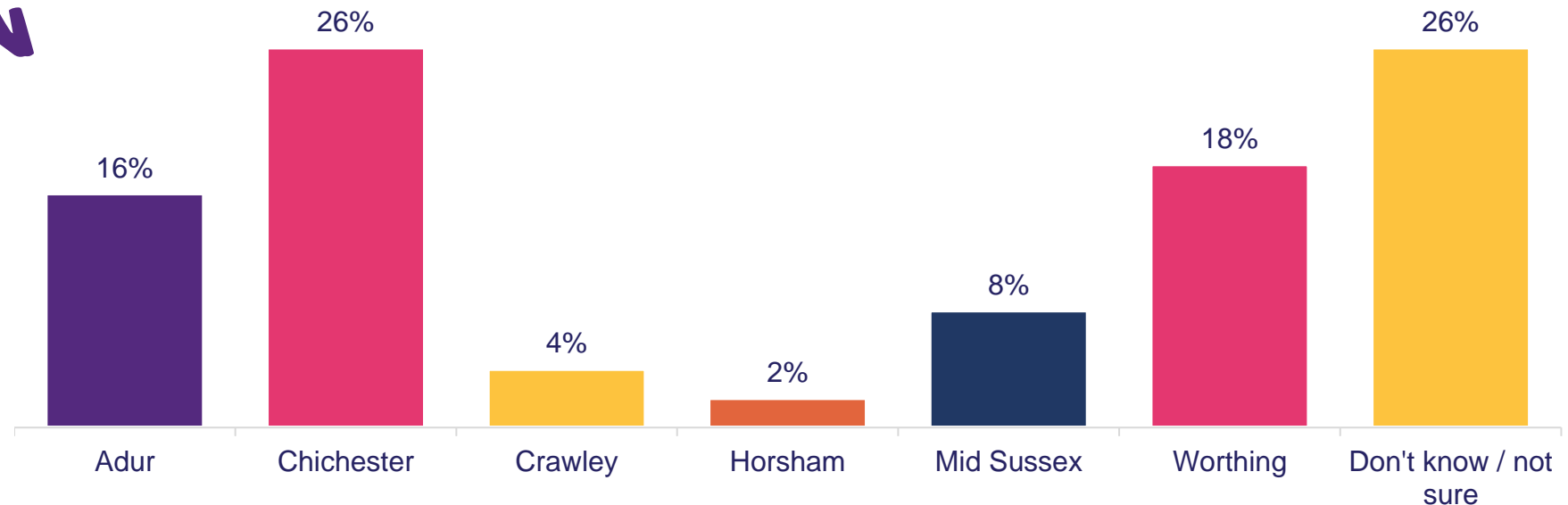


# Main Wage Earner's Work

Around a third of heads of household (32%) stated that they do not work but 31% either work from home or within the Arun district. There are 17% of main earners who work elsewhere in West Sussex and 11% elsewhere in Southern England, 4% in London and 5% in other locations.

Of those working in West Sussex, a quarter (26%) said they work in Chichester with 18% working in Worthing, 16% Adur and 8% in Mid Sussex. Just 4% work in Crawley and 2% in Horsham.

A quarter, however, said they do not know or are not sure, which sounds a little odd but as this is about the main wage earner, those completing the survey may not know all the details of that person's work.







# Satisfaction Levels



# Local Services & Amenities

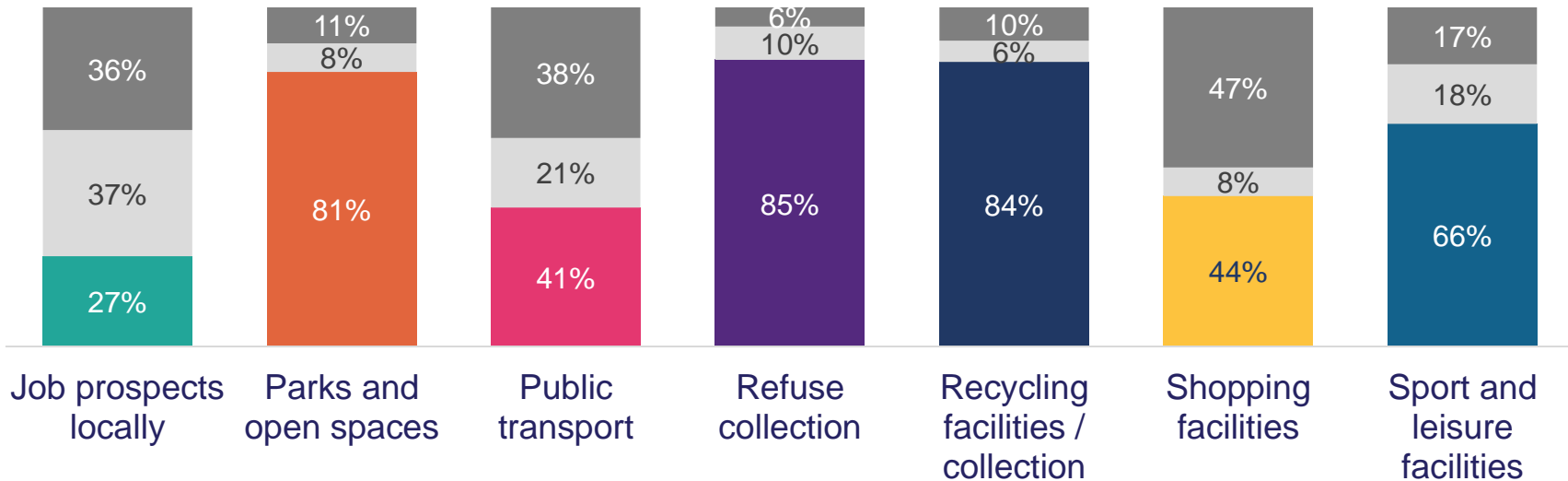
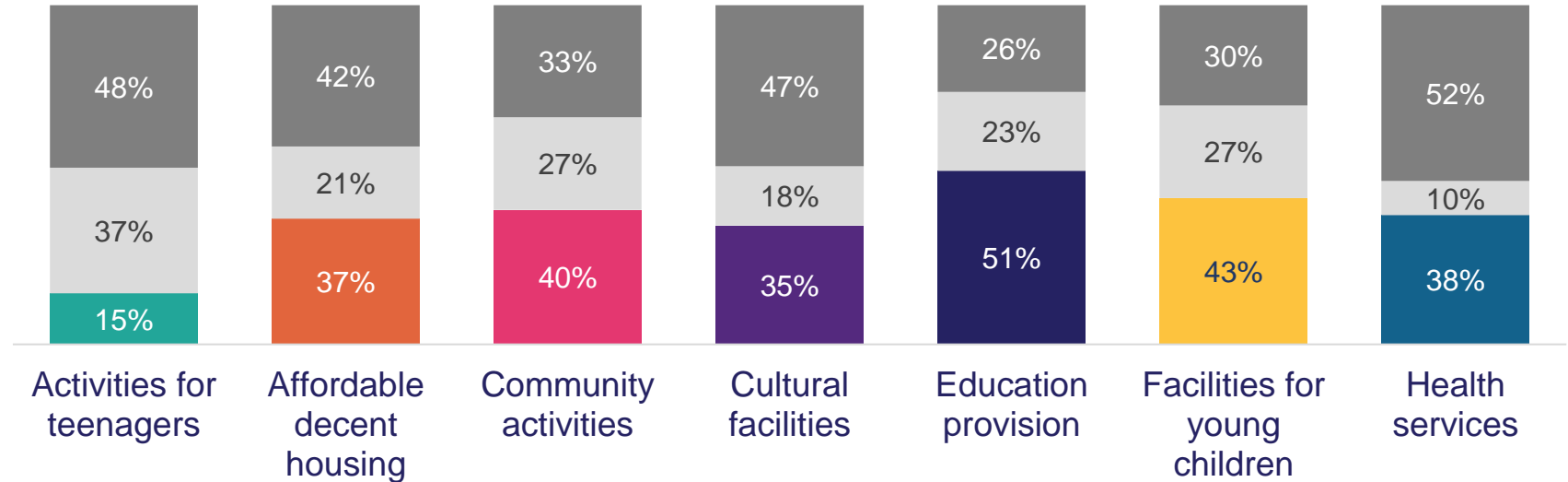
The residents in the Littlehampton development were then asked whether they are satisfied or dissatisfied with a range of local services and amenities. Generally, as shown opposite, satisfaction is mixed with some of these receiving higher levels of dissatisfaction than satisfaction.

The highest levels of satisfaction at Kingley Gate are the refuse and recycling collections and the open spaces and park, all receiving more than 80% satisfaction.

Two thirds are appreciative of the sports and leisure facilities and half are satisfied with the educational provision.

However, far fewer are satisfied with the activities for young children and teenagers, community and cultural facilities and as we see below, this has led to some frustration among residents and in some cases resulted in instances of anti-social behaviour as it appears that the residents, younger ones in particular, have little to do on the development.

There are also a significant number who gave a neither answer to some of these questions, possibly because they have no experience or interest in certain facilities so felt they could be either positive or negative.



# Local Services & Amenities (Street Level)

As shown on the previous page, satisfaction varies with the access to the different facilities available on the estate, and here shows that there is some variation based on the different locations within Kingley Gate.

The residents in Ernest Fitches Way tend to be the most satisfied with the range of facilities, for instance 100% are satisfied with the open spaces, and refuse and recycling.

Three-quarters here are satisfied with the activities for teenagers compared with just 15% in Benjamin Gray Drive and none in Henry Lock Way. Satisfaction with the public transport also varies as does the cultural facilities and shopping but satisfaction is more consistent with sports facilities and affordable decent housing.

Those in Henry Lock Way appear to be the least satisfied with the range of facilities with only around a quarter satisfied with the community and cultural facilities, health services and shopping.

	Benjamin Gray Drive	Ernest Fitches Way	Henry Lock Way
Activities for teenagers	15%	75%	0%
Affordable decent housing	44%	60%	43%
Community activities	50%	58%	63%
Cultural facilities	38%	54%	30%
Education provision	53%	56%	50%
Facilities for young children	50%	78%	20%
Health services	43%	50%	55%
Job prospects locally	18%	44%	50%
Parks and open spaces	81%	100%	100%
Public transport	28%	58%	45%
Refuse collection	81%	100%	100%
Recycling facilities / collection	81%	100%	100%
Shopping facilities	48%	57%	55%
Sport and leisure facilities	65%	83%	78%

# Comments – Local Services & Amenities

The residents were asked if they wanted to expand on their answers to the questions about the local amenities, and 60 residents did so.

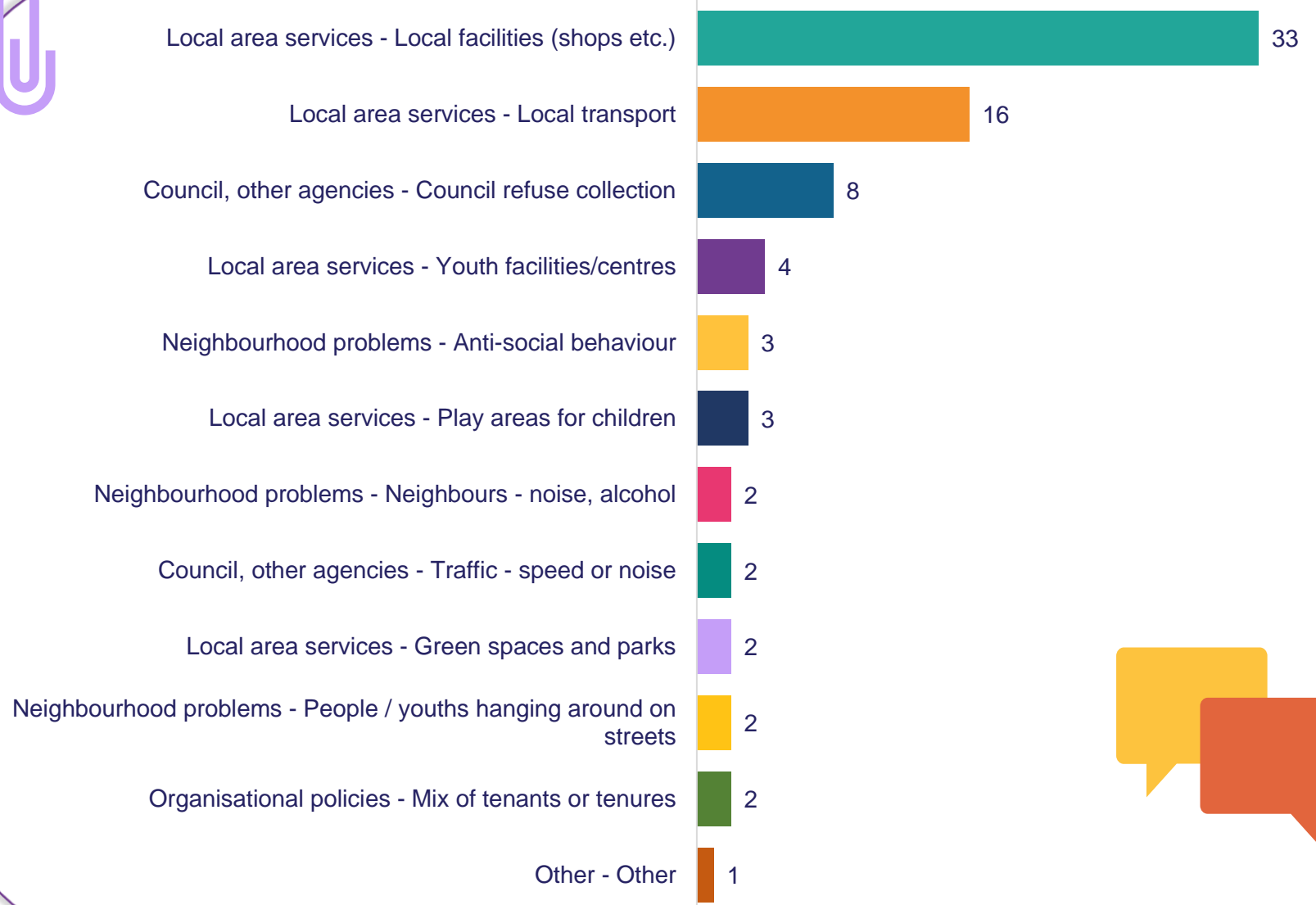
The main area of comment is around the facilities in the area, in particular the shopping, and health services.

This is followed by comments about the local transport links and the refuse and recycling services.

The remaining comments are split across a range of other issues such as youth provision, play areas and parks, anti-social behaviour and traffic speed.

Whilst this breakdown summarises the main areas of concern, it is the comments themselves that give the insight into what the residents really think about the area.

Therefore, a selection of comments is displayed on the following page. These will help the Council better understand the issues faced by the residents of the new development in Littlehampton and should help identify areas which could be improved.



Number of respondents: 60

# Local Services & Amenities – Comments

## Local facilities

“Town centre needs a better variety of shops - have to travel out of town to get any. A splash pad would be great.”

“The city has expended rapidly but the infrastructure did not follow. Not enough schools, not enough NHS practices, and the roads are still a nightmare, in particular the junction to the A27 going to Arundel.”

“Bognor has a much better range of shops and restaurants shame that Littlehampton does not offer the same.”

“Unless you are imminently dying it takes 13 weeks at least to get an appointment to see a GP.”

“Need more mainstream shops, Wilkos, Primark, will bring more people into town. More entertainment facilities, ice rink, bowling, air arena, flip out.”

“Town centre is lacking interest and is run down. All big shops need a car to get to. Kingley Gate.”

“Very poor selection of shops in local towns.”

## Local transport

“People who cannot drive, find it difficult to travel as no public transport around Kingley Gate Estate.”

“It would be very helpful if Kingley Gate estate had a bus service.”

“Public transport is OK, but access to it from Housing Arun is very poor. For example, Kingley Gate in Littlehampton is completely cut off without a car.”

“Transport links mainly out of Littlehampton or main hubs. Local community transport no longer running from estate to supermarkets etc. due to funding!”

“Transport links are nonexistent now that buses on estate were cancelled 15-minute walk to nearest bus stop.”

“I am a pensioner and when I moved in 7 years ago one year in and we had a bus service being a non-driver it was great, but it didn't last long. It was stopped even though houses were not finished being built.”

## Refuse collection

“Would like recycling weekly.”

“Private bin collection/maintenance.”

“It would be good to have continued with Food/Fresh recycling.”

“There appears to be a problem in the area with anti-social behaviour of young people. We had food recycling which was a good service, but we no longer have this, due to lack of funding.”

“Very few public waste bins, which causes litter on the towns. Increasing supervision and tidying up public spaces. There is lots of issues with public transport including lateness. I would suggest making the bus stops in more convenient places.”

“Very disappointed that introduction of food waste was stopped after such a lot of money being initially put into the scheme. Living on developments which contain social housing it is disappointing that visual checks are not completed i.e., grass cutting and general update/appearance of properties such as rubbish in front gardens.”

## Other issues

“Very difficult to get an appointment with my doctor. No NHS dentists available. Behaviour of children in school is poor and school leadership not dealing with this adequately. Lots of pleasant parks and green spaces.”

“Town centre is very anti-social, full of unsavory people, leaving many locals not wanting to use it.”

“I mostly use the Rustington Area for shopping and amenities. Very satisfied. Lots for my son to do locally. Meets our needs.”

“Traffic congestion is really bad. Roads are already under strain and yet more houses being built on the busiest roads! Our estate has no safe or nice route into town or railway station. Although there is nothing in Littlehampton Town/High Street to go in for. All shops have closed down, yet the council wasted money on new paving. Pointless. The town is dead.”

“Great place to live. It's getting busier here though. More traffic.”

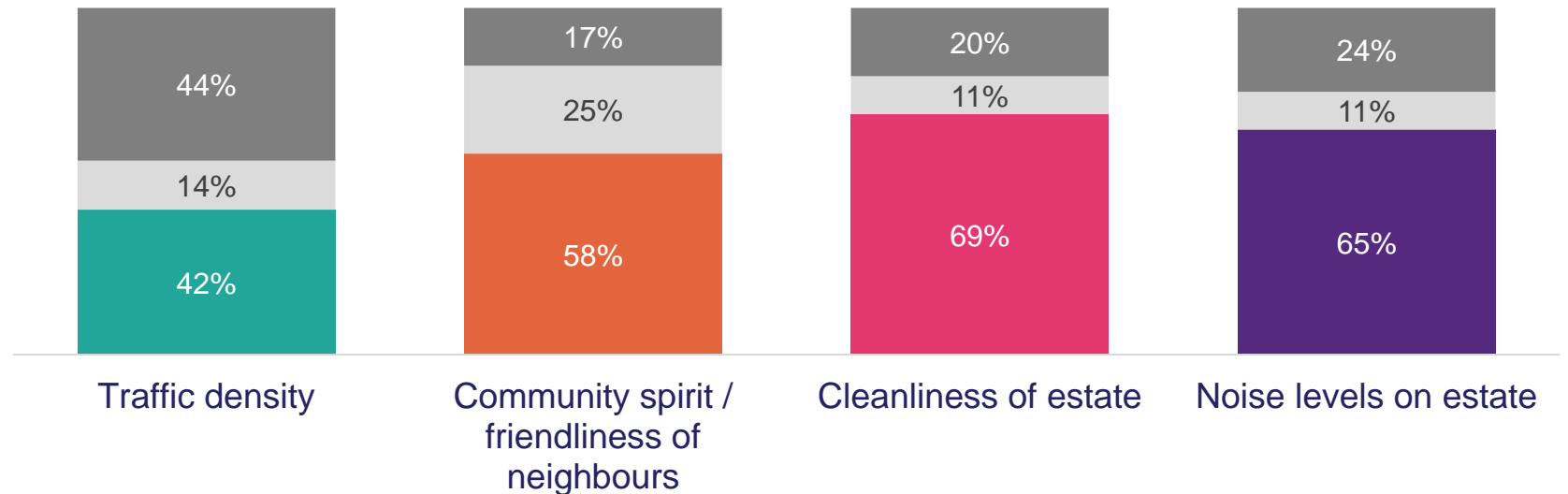
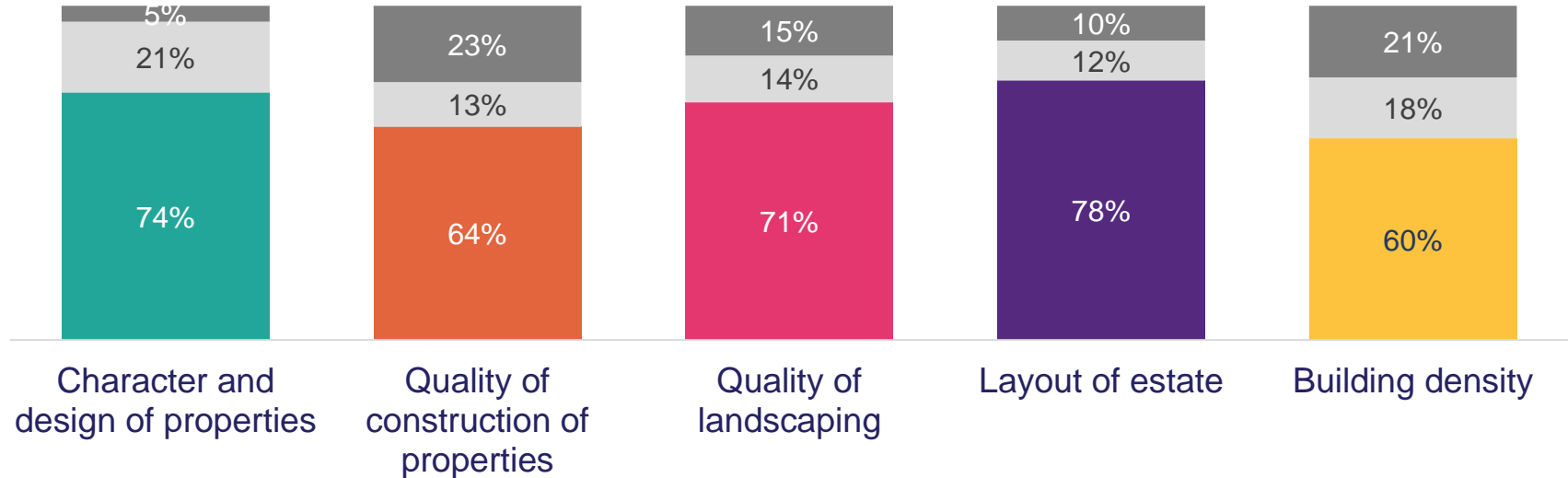
# Aspects of Littlehampton

This page includes the results from a series of questions about the character, design and amenity of Kingley Gate, and generally satisfaction is good.

Around three-quarters of residents appreciate the character, landscaping and layout of the estate, although fewer are satisfied with the quality of construction of the properties and the density of the building.

The cleanliness of the estate and noise levels within the estate are seen as satisfactory by 69% and 65% respectively and 58% like the community spirit/friendliness of the neighbours, although a quarter are unsure.

However, there are more dissatisfied with the density of the traffic on the estate than satisfied, and this remains a source of concern for some, particularly as there appears to be a lack of suitable public transport, which adds to this issue.



# Aspects of Littlehampton (Street Level)

	Benjamin Gray Drive	Ernest Fitches Way	Henry Lock Way
Character and design	85%	100%	70%
Quality of construction	70%	77%	60%
Quality of landscaping	65%	85%	70%
Layout of estate	75%	92%	70%
Building density	70%	46%	50%
Traffic density	55%	31%	50%
Community spirit	65%	62%	78%
Cleanliness of estate	70%	85%	70%
Noise levels on estate	70%	69%	40%

The residents in Ernest Fitches Way are the most satisfied with the character and layout of the estate but least satisfied with the density of building and the traffic density.

There are similar responses to the quality of construction across all three areas, as there is with the community spirit and noise levels on the estate.

So, it appears that the location within the estate has less of an impact on how residents feel about the development than they do about the local facilities.

# Comments – Aspects of Littlehampton

The residents were again given the opportunity to expand on their answers to this range of questions, and 70 residents gave comments.

The most frequent comments concerned traffic issues in terms of the volume of the traffic and speed around the estate. Whilst other residents commented upon some neighbourhood-based problems such as car parking, litter and anti-social behaviour.

The facilities in the area drew some negatives comments but others left positive comments about the area and the new estate.

In addition to the comments shown, a number of residents gave ‘other’ comments, including some confusion of the name of the development, which had been incorrectly spelt in the survey.

Once again, a selection of comments are shown overleaf, with residents expanding on the answers they gave to these questions.



Number of respondents: 70



# Aspects of Littlehampton – Comments

## Traffic speed or noise

“The quality of new builds are below average. Traffic is getting worse as people use our roads to race around.”

“Since the shop opened much more traffic up and down also shop and park attracting groups of teenagers.”

“Living on Benjamin Gray Drive (main route onto estate) cars often speed over speed humps. Don’t agree with paying Council Tax AND estate maintenance/management company.”

“Cars speeding motorbikes, cyclists and e-scooters on the pavements.”

“When I moved here a year ago it was a lovely quiet estate now, we have a bunch of souped-up motorbikes and cars roaring around the streets even after midnight. It’s changed the atmosphere completely.”

“The main road that abuts the estate tends to be treated as a drag-racing area for noisy cars and bikes from the traffic lights.”

“We could do with a second entry/exit point for the estate. Some exit roads are very congested.”

## Neighbourhood problems

“There is only a single access road to Kingley Gate and, with cars parked, impossible to cross each other. This is not good enough considering the size of the estate and the number of inhabitants.”

“Too much on-street parking despite parking areas on estate and people having driveways - too lazy to walk to car parking areas. Dangerous on Benjamin Grey Drive with all parked cars - vision restricted when leaving the estate. Unfortunately, some disturbance and vandalism from social housing areas on estate. Properties also generally unkempt and neglected. Lots of teenagers causing problems on the estate. Police are aware.”

“New shop has attracted lots of litter around the estate. Parking issues.”

“Some neighbours use garages and car parks to carry out work. No matter how you complain nothing is done. Maintenance company rubbish.”

““Young children roaming the estate and causing damage to cars with stones and playing ball where they shouldn’t.”

## Local facilities

“The major problem of living here is that it is not possible to use public transport unless you walk a long way. There are no buses going past and no footpaths towards the town. Therefore, its essential to have a car.”

“Need a community hall.”

“Due to the lack of good green spaces within the areas of Littlehampton, persons from other areas outside of Kingley Gate tend to use the Western Parkland Area of the Kingley Gate for dog walking etc. and do not contribute to the upkeep. Kingley Gate residents pay maintenance charges whereas other visitors contribute nothing!”

“Immediate neighbours are very helpful which is mutual. Too much noise, traffic, and targets for house building is useless if no infrastructure, no teachers, doctors, and hospitals. Just listen to public comment on local issues like sewage in seas/rivers.”

“The playgrounds need updating and repairing.”

## Other issues

“In order for new estates to be constructed council approval has to be obtained. Lower Kingley Gate has to been adopted by the council - why not? Residents pay full council Tax and have to pay for the maintenance of the estate at a cost of £200-£300 per year. Which should be covered by the council. After all they are getting in excess of 1 million pounds per year from us, something is wrong!”

“A lot of rubbish near the shop at the top of Benjamin Gray Drive, wind blows it everywhere.”

“I have only lived in Kingley Gate for 4 weeks but so far, I find it very pleasant,. the local Premier is excellent and the parks. Friendly and clean.”

“Arun Council - did an amazing job on this estate - reference the planning and spaces. Lots of open spaces - love it.”

“We pay a lot of money for estate charges, when the upkeep of the estate is not what it used to be.”



# Wellbeing



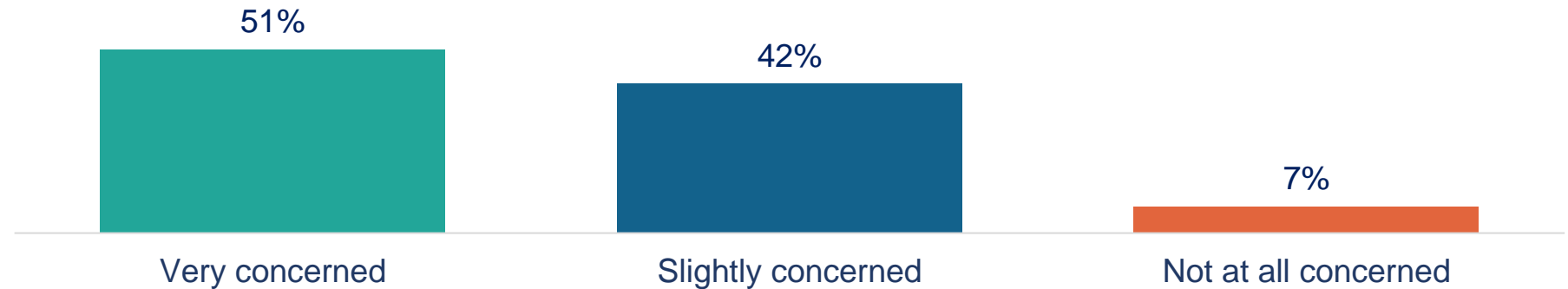
# Cost of Living Concern

Arun District Council took this opportunity to ask residents how they feel about the cost-of-living crisis. Half the residents are very concerned about the cost-of-living crisis (51%), with a further 42% slightly concerned. Just 7% of residents are not at all concerned.

Despite the news that inflation is falling, and fuel bills will fall further, concern about the cost of living remains high.

Evidence from similar surveys suggests that those struggling financially are often less satisfied with their homes and the services provided by their landlord, however, for the residents in Kingley Gate, this doesn't appear to be the case as satisfaction levels don't correlate to the level of concern.

Cost of Living Concern





# Understanding Satisfaction



# Satisfaction & Dissatisfaction

The survey of the residents of the Littlehampton estate asked about how satisfied residents are with the character, design and amenity of the estate as well as the availability of local facilities. The charts opposite show the levels of satisfaction and dissatisfaction with all these different aspects.

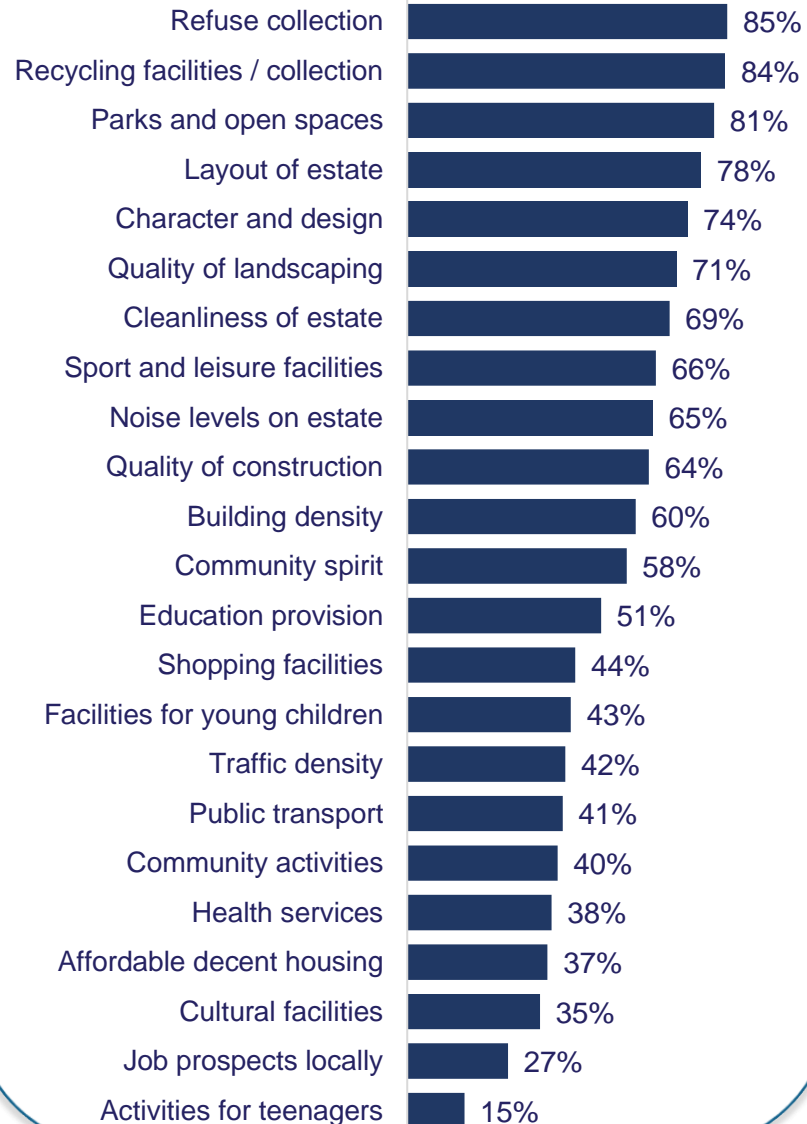
The highest levels of satisfaction are for the refuse collection and recycling services, followed by the parks and open spaces, the layout of the estate and its general character and design.

However, far fewer are satisfied with the activities available for teenagers, local job prospects and local cultural facilities.

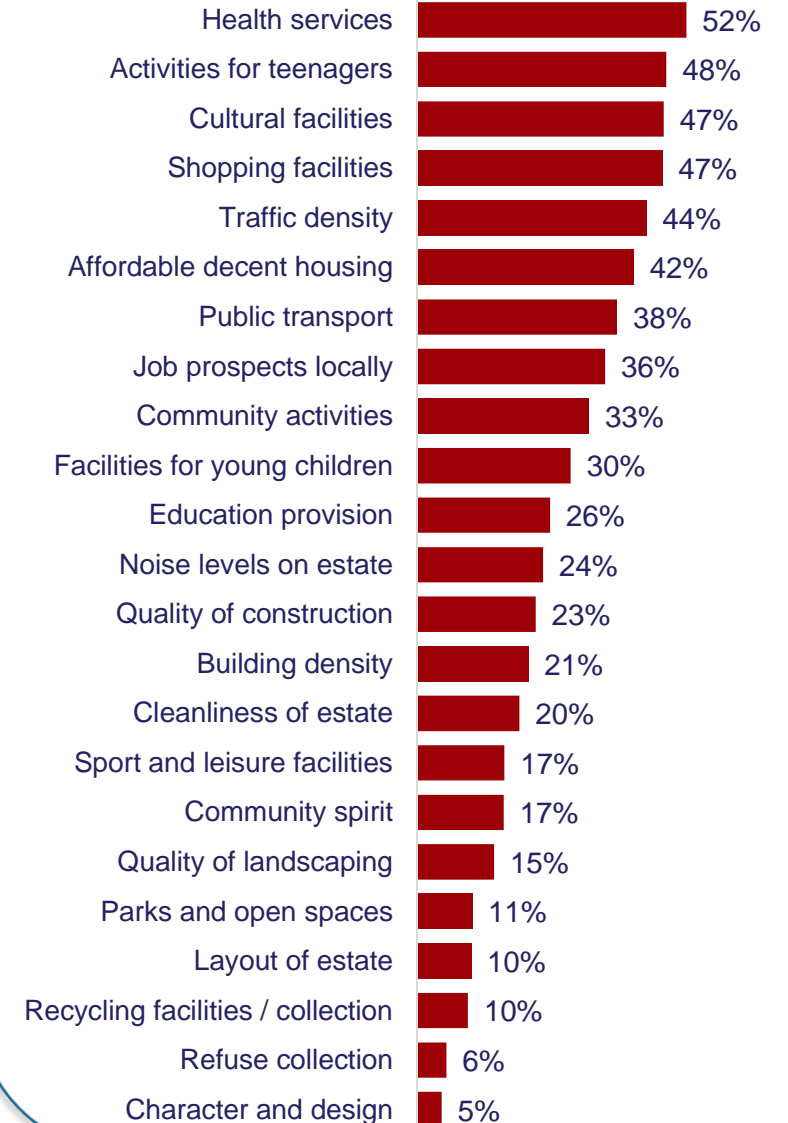
Dissatisfaction tends to correspond to this to a point, although the highest level of dissatisfaction is for the provision of health services in the areas. Also, almost half the residents are dissatisfied with the shopping facilities and complain they have to travel some distance for decent shopping.

The building of new homes in an area always puts a strain on the local facilities and it often takes some time for new infrastructure to be developed, and this may be happening here.

## Satisfaction with measures



## Dissatisfaction with measures



# Street

These amenities and facilities are also ranged here by the main areas within the estate. The table to the right displays the ratings for the areas that received at least 10 responses to the survey – any fewer than this and the accuracy of the results is seriously affected.

This demonstrates quite clearly that of these areas, residents in Ernest Fitches Way tend to be the most satisfied compared to the other two areas.

It is not clear purely from the survey, why there are these differences, is it linked to the location, property types, demographics of the residents or other factors?

It would be a useful exercise to do some more digging into this to see why these differences exist and, perhaps, find ways of making the levels of satisfaction more consistent across the areas.

	Benjamin Gray Drive	Ernest Fitches Way	Henry Lock Way
Character and design	85%	100%	70%
Parks and open spaces	81%	100%	100%
Refuse collection	81%	100%	100%
Recycling facilities / collection	81%	100%	100%
Layout of estate	75%	92%	70%
Quality of construction	70%	77%	60%
Building density	70%	46%	50%
Cleanliness of estate	70%	85%	70%
Noise levels on estate	70%	69%	40%
Sport and leisure facilities	65%	83%	78%
Quality of landscaping	65%	85%	70%
Community spirit	65%	62%	78%
Traffic density	55%	31%	50%
Education provision	53%	56%	50%
Community activities	50%	58%	63%
Facilities for young children	50%	78%	20%
Shopping facilities	48%	57%	55%
Affordable decent housing	44%	60%	43%
Health services	43%	50%	55%
Cultural facilities	38%	54%	30%
Public transport	28%	58%	45%
Job prospects locally	18%	44%	50%
Activities for teenagers	15%	75%	0%

Base: Benjamin Gray Drive = 21, Ernest Fitches Way = 14, Henry Lock Way = 11



# Bedrooms

Another way of looking at the results is by the number of bedrooms. This shows that the most properties have 3 or more bedrooms, and these are more likely to be occupied by young families with children.

There is a smaller number of two-bedroomed homes, although the residents of these tend to be the most satisfied. This could be that they are more likely to be occupied by older residents and those without children, and evidence from other similar surveys suggest that satisfaction is influenced by the age of the respondent.

	Two	Three	Four or more
Layout of estate	86%	73%	80%
Cleanliness of estate	86%	63%	72%
Parks and open spaces	82%	82%	78%
Recycling facilities / collection	82%	82%	86%
Refuse collection	81%	85%	84%
Character and design	79%	74%	72%
Quality of landscaping	79%	69%	70%
Building density	79%	50%	70%
Traffic density	79%	32%	43%
Education provision	75%	45%	48%
Quality of construction	71%	58%	68%
Sport and leisure facilities	64%	60%	73%
Community spirit	64%	56%	57%
Noise levels on estate	64%	60%	70%
Health services	63%	35%	34%
Shopping facilities	59%	40%	43%
Facilities for young children	58%	43%	33%
Job prospects locally	50%	24%	19%
Public transport	50%	42%	36%
Affordable decent housing	42%	38%	34%
Cultural facilities	38%	36%	33%
Community activities	21%	45%	37%
Activities for teenagers	13%	19%	7%

Base: Two = 17, Three = 73, Four or more = 51



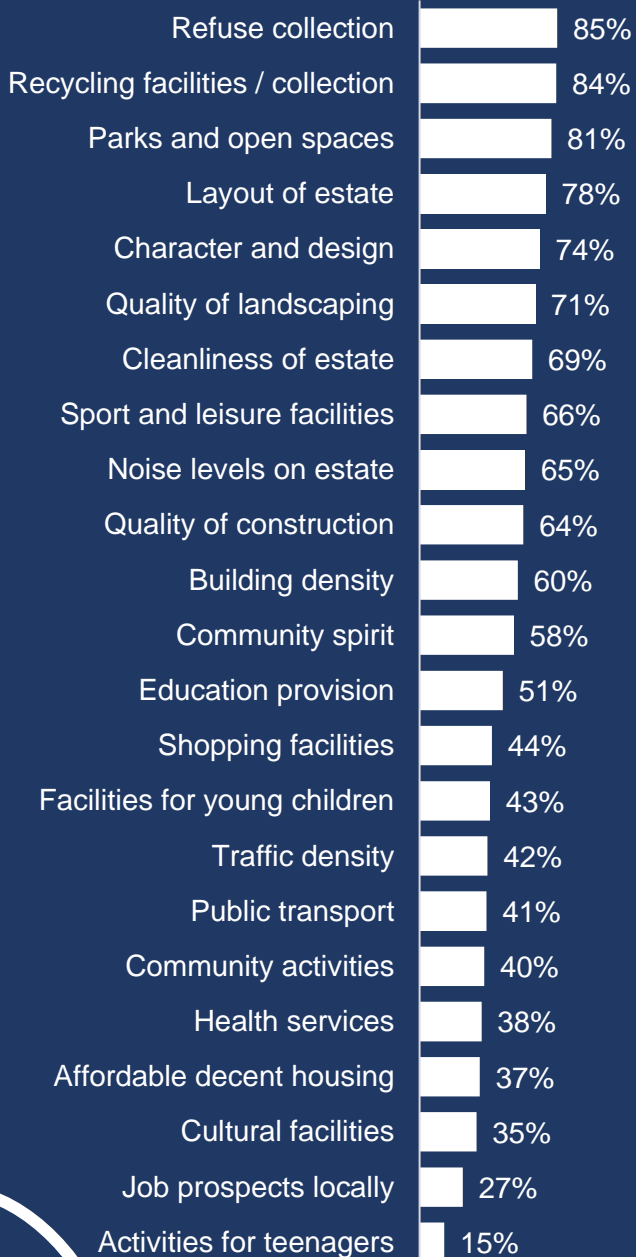


# Conclusion





## Satisfaction



## Summary of findings

- Arun District Council has commissioned Acuity to carry out surveys of the residents of new developments in the area and this report focuses on the findings of the survey for those in the Littlehampton development, Kingley Gate.
- Postal surveys were sent to all 605 properties on the estate, and these included a link giving residents the option to complete the survey online. At the close of the survey, 144 responses had been received; 107 by post and 37 online.
- Most residents are owner/occupiers with a small number of Housing Association and private tenants and shared owners. There is a wide range of household types with a number containing young children but also some older households.
- The most common reason given for moving to the Littlehampton development was to be near relatives, but 13% cited retirement and 13% wanted to buy a property. Over 61% had previously lived in the Arun district or elsewhere in West Sussex. A third do not work whilst 31% work in the Arun district or from home; just 4% work in London.
- The survey then asked about the local facilities in the area and satisfaction is quite mixed. There are 85% of residents satisfied with the refuse collection services, 81% with the parks and open spaces, 66% with the sports and leisure facilities and 51% with the educational facilities. However, just 15% of residents are satisfied with the activities for teenagers, 38% with the healthcare provision, 35% with the cultural facilities and just 27% with the local job prospects.
- Comments linked to local facilities focused on the lack of local shop and poor public transport; with residents saying really need a car to live on the estate, but then that traffic noise and parking is a problem.
- Residents are generally happy with the design, layout and landscaping of the estate but less so with the community spirit and traffic density. When asked to expand on their answers here, again, traffic, parking and some elements of anti-social behaviour are mentioned as is the need for more local facilities.
- Concern about the cost of living remains high, with 93% of residents at least slightly concerned and just 7% not at all concerned.
- Residents in Ernest Fitches Way tend to be more satisfied with their local facilities and the amenities on the estate than those in the other two main areas. While residents in the two-bedroomed homes are more satisfied than those in the larger properties.

# Recommendations

As developments are completed across the Arun District, the Council have commissioned Acuity to find out more about the residents here and how they feel about the estates and the local facilities.

This report is the first of these and focuses on the Kingley Gate estate in Littlehampton, a development of 605 homes, mostly for purchase but with some rented properties and shared owners.

The survey asks residents how satisfied they are with their estate and the facilities serving it and gives insight into what the residents value the most.

The recommendations shown opposite suggest ways that could help to improve the amenity of the estate and to learn lessons for future developments in the district.



## Local facilities

When a new estate is developed it is often some time before the full range of facilities that are needed to service that estate are also established. This appears to be the case in Littlehampton with some residents commenting about the range of facilities available, particularly the lack of good shopping in the area and local transport links. This means that to access good shops residents really need to own a car. There are comments that a shop has opened in the area recently, but this has caused problems with traffic, noise and litter. This may be a situation which is difficult to resolve as providers of facilities must see a good opportunity for business before investing in an area, even with support from the Council, whilst at the same time not causing further issues, but the overriding feeling is that the area does lack the facilities many residents would like to see. The low satisfaction with activities for teenagers, community facilities and cultural facilities may also be adding to issues of anti-social behaviour and other problems, as there appears to be little to do on the estate.



## Traffic issues, parking etc.

Satisfaction with the traffic density on the estate is low, with more residents being dissatisfied, and this does seem to be causing issues in terms of traffic noise, and parking. Some residents complain about traffic speeding over speed bumps with also some issues with motorbikes, cyclists and e-scooters. The apparent lack of facilities in the area exacerbates the situation, with many residents saying they need a car to live there. Again, there is no easy answer to this but the lack of public transport serving the area does not help so if this could be extended, perhaps fewer residents would need to use the car to get about.



## Health services

Another facility lacking in the area is healthcare, with real difficulty getting appointments with the Doctor and no NHS dentists available. Once more, this may be a case of the infrastructure taking time to catch up with the provision of houses and the Council will be aware of the issue, but attracting these type of facilities is resource heavy and will take time to resolve.



## Area differences

There are clear differences in satisfaction across the main areas within the development, with residents in Ernest Fitches Way more satisfied than those in Benjamin Gray Drive and Henry Lock Way. It is not clear from the survey why these differences occur, whether this is linked to the location, property types, demographics of the residents or other factors. However, it is recommended that further research is carried out to establish the differences and to learn these lessons to help improve satisfaction in the other areas.

This research project was carried out to conform with ISO20252:2019 and the MRS Code of Conduct.

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