Survey results:

Proposed Regis Centre and Hothamton Development in Bognor Regis
[The ‘Public Survey’\(^1\)]
Part 1: Public report
January 2013

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\(^1\) This report covers responses to an online survey on the ADC website; to printed survey forms available at exhibitions, reception areas, libraries etc; and to leaflets delivered to households in the Bognor Regis area.

Report Author: Philip Frean, Policy & Research Officer
1. BACKGROUND

1.1 Arun District Council is consulting on the principles for development of the Regis Centre site, Alexandra Theatre, and Hothamton site in Bognor Regis. The proposals have been developed by St. Modwen Properties, the UK’s leading regeneration specialist and the Council’s development partner for these sites. St. Modwen is looking to invest £40 million in the town. The stated benefits of the scheme include: approximately 200 permanent new jobs on the Regis Centre site; the creation of cafes, bars, restaurants, modern theatre and cinema facilities, plus enhanced public spaces to make the town centre more attractive to both local residents and tourists. These proposals took into account the views expressed at the original public consultation on these sites in 2007.

1.2 Given the scale of the proposed development and its potential to affect existing businesses within the town, the Council undertook a series of consultation activities with residents in late 2012. These were all planned before the start of the consultation period and are described below:

1.2.1 A ‘Public Survey’. This covered responses to an online survey on the ADC website; to printed survey forms available at exhibitions, reception areas, libraries etc; and to leaflets delivered to households in the Bognor Regis area. This report analyses the results of this element of the consultation.

1.2.2 The consultation carried in 1.2.1 was seen as valuable as it gave every local resident the opportunity to participate in the consultation process. However, those taking part may not be truly representative of the target population as those with strong views, either in favour or against the proposals, are more likely to take the time to respond. Therefore a ‘Sample Survey’ was carried out. This comprised a face to face survey of a representative sample of local residents carried out by independent market research agency Qa Research Ltd.

1.2.3 A ‘Panel Survey’. A survey of Arun District Council’s “Wavelength” residents’ panel was carried out by the panel’s managing agency, independent market research agency BMG Research Ltd. The Wavelength panel is consulted on all major potential developments within the Arun District.

1.3 The ‘Public Survey’ consultation ran from 21st November to 12th December inclusive. Staffed exhibitions were held at 20 locations, mainly in Bognor Regis and the surrounding area, but a few in Littlehampton and Arundel. These included various public and workplace venues, including local schools and included early evenings to

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2 Extract from “Your town, your, future, your say” leaflet available during the consultation.
3 For example, the proposal to build a new multi-screen cinema was seen as a potential threat to the town’s existing ‘Picturedrome’ cinema.
4 Those without strong views are less likely to participate, leading to ‘non-response bias’. Additionally, those with strong views may form groups encouraging others to respond in a certain way. Non-probability sampling in this survey cannot be used to infer from the sample to the general population, hence the decision to also carry out a sample survey.
5 To ensure that a representative sample of local residents gave their views on the proposed developments, a face to face survey was carried out with a representative sample of 500 local residents (fieldwork 6th December to 8th January). A total of 519 responses were received.
6 362 responses were received.
allow people to attend after work.

1.4 The ‘Public Survey’ consultation was actively promoted in the local media. As stated, the questionnaire was available online on the Arun District Council website (1,451 responses received), it was also available as a printed questionnaire at the exhibitions as well as various locations including Council office reception areas and local libraries (1,796 responses) and a leaflet including the survey was delivered to around 32,000 local addresses to ensure that local residents who were not otherwise aware of the consultation had the opportunity to respond (1,157 responses). A total of 4,404 responses were received.

Please note: 105 survey respondents were found to have submitted multiple responses, so their second and subsequent responses have not been included in the analysis (although their responses have been retained on file). A further 78 responses were submitted anonymously and have been excluded. Therefore a total of 4,217 responses have been analysed.

1.5 Survey results have been weighted to reflect the age and gender split of the local population.

1.6 This report only analyses the results of the consultation outlined in section 1.2.1 above. Reports are available for 1.2.2 (‘The Bognor Regis Resident Survey’ by Qa Research) and 1.2.3 (by BMG Research). A separate report comparing the results of all three consultations is also available.

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7 4,404 less 78 anonymous, 105 second, 4 third. The responses given by multiple respondents and anonymous respondents were examined and were found to be overwhelming against most of St. Modwen’s development proposals.
2. EXECUTIVE SUMMARY

2.1 A theme running through the findings is that younger respondents; male respondents; respondents who attended an exhibition and spoke to a member of staff; and respondents who visit Bognor Regis town centre infrequently, tend to be more likely to support the proposals.

2.2 More than three out of four respondents would like to see investment in the Alexandra Theatre. Half would like to see St. Modwen’s proposed investment, whilst a quarter would like investment in the theatre, but not as proposed.

2.3 Suggestions from those who would like investment in the theatre but not as proposed included: more seating; more car parking; and wider proposed use of facilities.

2.4 Overall, just over half of respondents are against the provision of a 4-5 screen cinema on the Regis Centre site, whilst two in five are in favour of a cinema. The age of respondent makes a significant difference; with just over half of under 35s in favour of a cinema compared with just one in three respondents aged 35 and over.

2.5 Around half of those responding do not feel that a new 80 bedroom hotel on the Regis Centre site would benefit the town centre. Two in five feel that it would be a benefit.

2.6 Despite the development of around 80 apartments being essential to pay for other work on the Regis Centre site, just two in five respondents support them being built. This is slightly outweighed by the proportion opposing them. Younger respondents are more likely than older respondents to show support, but still less than a half of under 35s support them.

2.7 The proposed development of the Regis Centre site includes a variety of restaurants, cafes, and bars. Two in three feel that this would be good for Bognor Regis, rising to almost three in four under 35 year olds. Three in four infrequent visitors to the town centre support this.

2.8 The proposals outline the creation of a new public square on the Regis Centre site and improvements to the adjacent Place St Maur. More than two in three respondents say that they would like to see public seating. More than half would like to see outdoor markets; al fresco dining; and live performances. Four in five of those aged 65+ would like public seating.

2.9 Overall more respondents supported the parking proposals on the Regis Centre site than opposed them, however around a quarter are undecided. This question did not address the quantity of car parking available in the town centre in general. Responses to the open ended questions in this survey indicate that adequate car parking is a particular concern to town centre visitors and residents alike.

2.10 More respondents oppose than support the proposal to build approximately 200 residential apartments on the Hothamton site, even though these will help fund other developments such as improvements to the Alexandra Theatre. Younger
respondents are more likely to support than oppose this proposal, but still not a majority in favour.

2.11 Views are evenly spread between those who feel a 6 storey residential block next to Fitzleet House is acceptable and those who do not.

2.12 The Hothamton development includes the possibility of a variety of retail and/or leisure uses at the ground floor along Queensway. More than two in three respondents would like to see shops; a small majority would like restaurants; and around half want cafes.

2.13 Given the possible choice of a supermarket or residential at Hothamton, around three in ten opt for a supermarket, one in four for residential, but one in three for neither option.

2.14 Overall, roughly equal numbers are satisfied and dissatisfied with the mix of uses proposed for the Regis Centre site; however, whilst less than one in five professes to be ‘very satisfied’, more than one in four say they are ‘very dissatisfied’.

2.15 Roughly equal numbers are satisfied and dissatisfied with the mix of uses proposed for the Hothamton site; however, whilst one in six is ‘very satisfied’, one in four is ‘very dissatisfied’.

2.16 More are dissatisfied than satisfied with the scale of proposed buildings. However there is evidence that some respondents thought the illustrations represented actual designs rather than simply an indication of the scale and mass of the proposed developments.

2.17 Overall, more respondents are satisfied than dissatisfied with the proposed amount of public space planned.

2.18 Respondents were asked to think about the total package and consider how they would expect the proposed developments to affect Bognor Regis. The number of people who thought the proposals would benefit the town was greater than those who thought it would harm the town. Slightly under half expect the total package would benefit Bognor Regis whilst one in three expects the proposals to harm the town. Three out of five under 35 year olds feel the total package is likely to benefit Bognor Regis; the same proportion of those who currently visit the town centre monthly or less feel it would benefit the town.

2.19 Nearly 3,200 respondents provided further comments. The most frequently mentioned words were ‘Cinema’, ‘Parking’, and ‘Picturedrome’. Two major concerns were the potential effect that the proposed cinema could have on the town’s existing Picturedrome cinema, and the perceived shortfall in car parking spaces following the development. Selected comments are provided in section 3.6.13 and full comments are available in the separate part 2 report.
3. KEY FINDINGS

3.1 The discussion of the survey results follows the order of the questionnaire and is broken down into the following sections:

- Respondent profile and awareness of developments
- Attitudes and preferences toward the Alexandra Theatre proposals
- Attitudes and preferences toward the Regis Centre Site proposals
- Attitudes and preferences toward the Hothamton Site proposals
- Overall attitudes toward the scheme

3.2 Respondent Profile

3.2.1 80% of respondents said that they were aware before taking part in this consultation that the Council was considering the redevelopment of these sites. Middle aged respondents (aged 35-64) and older respondents (aged 65+) are more likely to be aware (85% and 90% respectively) than younger respondents (62% for those aged under 35).

3.2.2 65% of those responding are frequent visitors to the town centre (once a week or more often). A further 23% visit more than once a month. Just 12% visit less often. Those living in the PO21 postcode district are the most likely to be frequent visitors (74%), followed by those in PO22 (69%) (see figure 1). This is as expected given the location of PO21 and PO22 postcode districts (figure 2).

*Figure 1 – frequency of visiting the town centre (by respondent’s postcode)*

![Bar chart showing frequency of visiting the town centre by postcode]

Key: FCC: Felpham Community College; TRS: The Regis School; TLA: The Littlehampton Academy; OOA: Out of Area
3.2.3 63% had not attended a consultation exhibition. 25% had visited an exhibition, and 19% (682 respondents) had taken the opportunity to speak to staff at an exhibition.

3.3 Attitudes and preferences toward the Alexandra Theatre proposals

3.3.1 Proposals for the Alexandra Theatre include: raising the seating capacity to 430-450 seats; improvements to the technical facilities; a new foyer and atrium; an indoor arcade / winter garden including small retail units; gallery space, bar, and café; rehearsal studios.

3.3.2 Overall, more than three out of four respondents say they would like to see ADC invest in the Alexandra Theatre. Figure 3 illustrates that one in two (49%) would like to see St. Modwen’s proposed investment and around one in four (27%) would like investment in the theatre, but not as proposed.

Figure 3 – overall views on investment in the Alexandra Theatre

Q10. Would you like to see ADC invest in the Alexandra Theatre as proposed?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>49%</td>
</tr>
<tr>
<td>Investment but not as proposed</td>
<td>27%</td>
</tr>
<tr>
<td>No investment</td>
<td>14%</td>
</tr>
<tr>
<td>Undecided / don't know</td>
<td>9%</td>
</tr>
</tbody>
</table>

Weighted base: 4,138
3.3.3 There are clear differences in views by age of respondents, with 57% of 16-24 year olds wishing to see the investment as proposed. The other age group with more than 50% in favour is the over 65s. Those least likely to support the proposed scheme are aged 35 to 64, with 46% in favour. More than a quarter of under-16s are undecided. Male respondents are slightly more likely than female respondents to support the proposals (52% to 46%).

3.3.4 Respondents who currently visit the town centre 'very infrequently' or 'never' are more likely to favour the proposals than those who visit more frequently (57% to 47%). Further analysis shows that respondents who live in Bognor Regis town who currently visit the town centre infrequently are more likely to support the proposals than Bognor residents who visit the town centre frequently (51% to 46%).

3.3.5 Respondents who had spoken to staff at one of the exhibitions are more likely to agree with the St. Modwen proposals than those who had visited an exhibition but not spoken to staff (52% to 46%).

3.3.6 Those who agreed with the need for investment but not as proposed were asked to describe the development that they would like to see. A total of 1,059 responses were received. Full verbatim responses are shown in the separate part 2 report. Figure 4 highlights the most frequently mentioned words:

Figure 4 – most frequently mentioned words under alternative investment to Alexandra Theatre [Base: 1,059]

3.3.7 Although this question asked specifically about proposed investment to the Alexandra Theatre, a high proportion of those responding took the opportunity to talk about the cinema proposals on the Regis Centre site and their concern about the effect this might have on the existing Picturedrome cinema (a theme repeated at the end of the survey when respondents were invited to provide comments on

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8 Appendix A (section A.Q10) shows results for question 10 split by seven respondent variables: age, gender, postcode; location; frequency of visiting Bognor Regis town centre; whether previously aware ADC was considering redevelopment; and whether the respondent had visited one of the exhibitions mentioned in 1.4 above. This appendix shows results for all questions 10 to 22 analysed in the same way.

9 Excludes 'Bognor Regis' and short connecting words e.g. 'the', 'and', etc.
the overall development proposals). Figure 4 highlights this emphasis: ‘cinema’ was mentioned 453 times and ‘theatre’ only 149 times.

3.3.8 A selection of relevant responses is shown below: [N.B. these are responses from people who want investment but don’t support St. Modwen’s proposals]. It must be noted that only those who would prefer an alternative investment were invited to fill in this box so the responses are naturally and from those with concerns.

**Concerns over car parking:**

“Cannot afford to lose parking places; not enough now when a full house.”

“To allow the theatre to work a 450 seat theatre needs more than sixty car parking spaces, also it requires coach parking/drop off zone.”

“Very concerned about parking. (People) will not use theatre if they can’t park.”

**Seating:**

“Enlarge to seat over 500 to enable top shows to be shown.”

“It needs at least 500+ seats; and a fly tower is a must.”

“It needs to have at least 700 seats to be able to attract any big name performers/concerts etc.”

“Larger theatre; 1000 seats.”

**Wider use of the facilities:**

“Enrich the theatre by using the open area in the precinct area.”

“It needs to be developed as an arts centre for live music and performing arts shows.”

“Also (a) multi-purpose use hall large enough to attract conferences, exhibitions etc.”

“Redevelop it as a conference centre linked to the hotel. Let’s be unique rather than a poor second cousin to the Festival Theatre.”

**Concerns expressed:**

“People do not currently use the Alexandra Theatre and I cannot see how this is going to change that. Is this an attractive enough offer?”

“New building, but in keeping with Bognor’s heritage not the proposed modern square block.”

“Proposed capacity will still mean that the theatre is too small to have decent acts, and too large for amateur acts. Seems purely cosmetic.”

**A more limited development:**

“There is no need for an elaborate alteration to the present theatre it just needs some maintenance.”

“Theatre needs a re-vamp but not any size increase - especially not on this scale.”

“New technical facilities only.”
3.4 Attitudes and preferences toward the Regis Centre Site proposals

3.4.1 The next section asked respondents for their views on the Regis Centre site proposals. The current proposals include a new 80 bedroom hotel, restaurants/cafes arranged around a new public square facing the seafront, anchored by a modern 4-5 screen cinema.

It should be noted that a number of respondents expressed concern that some questions appeared to be loaded or leading, (e.g. the question regarding cinema proposals on the Regis Centre site). For example:

“Questions are loaded, almost threatening, basically saying ‘no cinema, no bars/restaurants’. That may well be the case but don’t force it down our throats.”

“As for the multi-screen cinema, that is blackmail. Q11 is heavily loaded……”

However, question 11 (the provision of a 4-5 screen cinema) was carefully thought through beforehand. It is felt that the question wording is neither ‘loaded’ nor ‘leading’ as it accurately states the options available under St. Modwen’s proposals, which are explained fully in the accompanying explanatory leaflet. It may be the case that some people did not believe the linkage and only responded based on their desire for the cinema in isolation.

3.4.2 Figure 5 summarises overall views on the provision of a 4-5 screen cinema, seen by the developers as essential to attract a cluster of restaurants, bars, and/or cafes to this site. A majority (54%) of respondents are against this proposal. 39% are in favour, and 6% are undecided.

**Figure 5 – overall views on the provision of a cinema on the Regis Centre site**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A cinema and a cluster of restaurants, bars and/or cafes</td>
<td>39%</td>
</tr>
<tr>
<td>No cinema, therefore no cluster of restaurants, bars and/or cafes</td>
<td>54%</td>
</tr>
<tr>
<td>Undecided / don’t know</td>
<td>6%</td>
</tr>
</tbody>
</table>

Weighted base: 4,111

3.4.3 Appendix A (section A.Q11) shows that a majority of younger respondents are in favour of a cinema. 68% of under 16 year olds and 56% of 16 to 24 year olds. Figure 6 shows that a majority of under 35s support the provision of a multi-screen cinema on the Regis Centre site.
3.4.4 The following statement from a 16-24 year old respondent provides a balanced view on potential opportunities and threats:

“These developments would attract more students and tourists, possibly families. It would give it its spark back. However, I do understand that residents may feel uncomfortable with it looking out of place and potentially threaten other local businesses.”

3.4.5 Respondents who currently visit the town centre ‘very infrequently’ or ‘never’ are more likely to favour the proposals than those who visit more frequently. 54% of all respondents who say that they currently visit the town centre once a month or less (i.e. ‘infrequently’, ‘very infrequently’, or ‘never’) are in favour of the cinema proposal. Would the proposed development encourage this group to visit the town centre more frequently? Conversely, would the proposed development discourage those who currently visit the town centre frequently?

3.4.7 Respondents who had spoken to staff at an exhibition are more likely to agree with the cinema proposals than those who had visited an exhibition but not spoken to staff (44% to 30%).

3.4.8 Asked about a potential new hotel, almost one in two respondents (48%) do not feel that a new hotel on the site would benefit the town centre (figure 7). The tables in appendix A (A.Q12) show that views are broadly similar for most groups of respondent. The main difference appears to be by gender, with male respondents more likely than female respondents to view a new hotel as a benefit to the town (46% to 33%).

There was concern expressed that the town already has sufficient hotels. For example: “Butlins has three hotels so we do not need another one.”
3.4.9 The Regis Centre proposals include the development of around 80 apartments on the site. The accompanying leaflet states that these are essential to pay for the other work that is required on the site, however just two in five respondents (40%) support this proposal whilst 43% oppose it (see figure 8).

3.4.10 Increasing the local housing stock has more appeal to younger respondents. For the under 35 age group, 43% support and 33% oppose apartments on the site. For the 65+ age group, 35% support and 52% oppose the proposed apartments.

3.4.11 Male respondents are more likely than female respondents to support the proposals (47% to 34%).

3.4.12 Respondents who had spoken to staff at one of the exhibitions are more likely to agree with the proposal than those who had visited an exhibition but not spoken to staff (42% to 35%).
3.4.13 The proposed development of the Regis Centre site includes a variety of restaurants, cafes, and bars. The survey asks whether people feel that Bognor Regis would benefit from new places to eat and drink on this site. Figure 9 shows that there is a clear majority of respondents who feel that this would be good for Bognor Regis, with two in three (65%) saying “yes”.

**Figure 9 – overall views on whether the town would benefit from new places to eat and drink on the Regis Centre site**

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>65%</td>
</tr>
<tr>
<td>No</td>
<td>27%</td>
</tr>
<tr>
<td>Undecided / don't know</td>
<td>8%</td>
</tr>
</tbody>
</table>

3.4.14 The percentage in favour is even greater for younger respondents. 72% of under 35 year olds feel that the town would benefit. This drops to 58% for 65+ year olds.

3.4.15 Those who visit the town centre once a month or less are more likely than more frequent visitors to feel that the town would benefit from new places to eat and drink (75% in support compared with 62% in support). Would new places to eat and drink encourage this group to visit the town centre more frequently?

3.4.16 The proposals outline the creation of a new public square on the Regis Centre site and improvements to the adjacent Place St Maur. Public seating is the most frequently mentioned feature (by 69%) followed by three features with a similar level of popularity: outdoor markets; al fresco dining; and live performances (all 57-58%). The least mentioned feature is public art, mentioned by just one in three respondents (see figure 10).
3.4.17 The most popular feature mentioned by those who visit the town centre once a month or less is al fresco dining (67%), tying in with the earlier finding that 75% of this group feel the town would benefit from new places to eat and drink. However, there are some concerns expressed regarding this activity: “Al fresco dining does not tend to work well as a permanent feature in our climate – think of this summer!”

3.4.18 Public seating is the most popular feature for 65+ year olds (80% mentioned this). Live performances is the most popular feature for under 35 year olds (56% mentioned this).

3.4.19 The final question in this section asks for views on the parking proposals put forward as part of the Regis Centre site development. Parking next to the Town Hall will be retained with potential for additional parking along the esplanade. Overall more respondents supported the parking proposals than opposed them. Around a quarter are undecided (not surprisingly this rises to two out of five under 16s).

Figure 10 – overall preferences for improvements to Place St Maur

<table>
<thead>
<tr>
<th>Feature</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al fresco dining</td>
<td>57%</td>
</tr>
<tr>
<td>Public seating</td>
<td>69%</td>
</tr>
<tr>
<td>Live performances</td>
<td>57%</td>
</tr>
<tr>
<td>Outdoor markets</td>
<td>58%</td>
</tr>
<tr>
<td>Children’s play areas</td>
<td>49%</td>
</tr>
<tr>
<td>Water features</td>
<td>48%</td>
</tr>
<tr>
<td>Public art</td>
<td>33%</td>
</tr>
</tbody>
</table>

Weighted base: 3,997

Figure 11 – overall views on parking proposals (Regis Centre site)

<table>
<thead>
<tr>
<th>View</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support</td>
<td>44%</td>
</tr>
<tr>
<td>Oppose</td>
<td>30%</td>
</tr>
<tr>
<td>Undecided / don't know</td>
<td>27%</td>
</tr>
</tbody>
</table>

Weighted base: 4,054
3.4.20 It should be noted that this question did not address the quantity of car parking available in the town centre in general, and was focused specifically on the parking proposals relating to the Regis Centre site. Responses to the open ended questions in this survey indicate that adequate car parking is a particular concern to town centre visitors and residents alike. “The proposals will lead to a reduction in the parking space available.”

3.5 Attitudes and preferences toward the Hothamton Site proposals

3.5.1 The Hothamton site proposals comprise a series of four blocks of residential accommodation which could include up to 200 apartments, rising from 3 to 6 storeys. The buildings may incorporate shops or other commercial / leisure uses at street level. Provision would be made for public and residents’ parking at ground level alongside landscaped areas.

3.5.2 Respondents were asked for their views on a variety of elements related to these proposals. First they were asked to indicate their level of support for approximately 200 residential apartments on this site. Figure 12 shows that, overall, more respondents oppose than support this proposal:

Figure 12 – overall views on proposed residential accommodation on the Hothamton site

<table>
<thead>
<tr>
<th>Support</th>
<th>Oppose</th>
<th>Undecided / don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td>45%</td>
<td>17%</td>
</tr>
</tbody>
</table>

3.5.3 As with the questions about new housing on the Regis Centre site, this proposal has more appeal to younger respondents. For the under 35 age group, 41% support and 36% oppose apartments on the site. For the 65+ age group, 36% support and 50% oppose the idea of the proposed apartments.

3.5.4 Male respondents are more likely than female respondents to support the proposals (43% to 33%).

3.5.5 Overall, views are evenly spread between those who feel a 6 storey block next to Fitzleet House is acceptable and those who do not.
3.5.6 Again, younger respondent are more likely to favour this proposal. For the under 35 age group, 51% feel it is acceptable whilst 30% feel it is not. For the 65+ age group, 36% feel it is acceptable whilst 56% feel it is not. Once again, male respondents are more likely than female respondents to support the proposals (48% to 39%).

3.5.7 The development at Hothamton includes the possibility of providing a variety of retail and/or leisure uses at the ground floor of the development along Queensway. Respondents were asked to indicate their preference for the potential uses at street level. Shops (71%), restaurants (55%), and cafes (49%) are the three most frequently mentioned uses. Commercial uses are the least popular use, mentioned by 17% of respondents.

3.5.8 Views are broadly consistent for all types of respondent.

3.5.9 The final question in this section asked whether respondents would prefer a supermarket to residential, if this proved to be financially viable. Slightly more
respondents say that they favour a supermarket (31%) to residential (24%); however 33% say that their preference is for neither of these options.

**Figure 15 – overall preferences for residential or supermarket on Hothamton**

- **Q20. If a proposal for a supermarket on this site emerged as a financially viable alternative, what would be your preference?**
  - Prefer residential: 24%
  - Prefer supermarket: 31%
  - Neither: 33%
  - Undecided / don’t know: 12%
  
  Weighted base: 4,031

### 3.6 Overall attitudes toward the scheme

#### 3.6.1 The final section of this report looks at respondents’ responses to a series of attitudinal questions designed to measure views on the proposals as a whole. Respondents were asked to indicate their level of satisfaction with a number of elements of the proposed developments.

#### 3.6.2 Figure 16 illustrates that roughly equal numbers are satisfied and dissatisfied with the mix of uses proposed for the Regis Centre site; however, whilst 18% profess to be very satisfied, 28% are very dissatisfied.

**Figure 16 – overall thoughts on the mix of uses for the Regis Centre site**

- **Q21a. Thoughts on: the mix of uses proposed for the Regis Centre site?**
  - NET: Satisfied: 42%
  - NET: Dissatisfied: 44%
  - Very satisfied: 18%
  - Somewhat satisfied: 24%
  - Neutral: 11%
  - Somewhat dissatisfied: 16%
  - Very dissatisfied: 28%
  - Undecided / don’t know: 3%
  
  Weighted base: 4,087

#### 3.6.3 Under 35 year olds are more likely to express satisfaction (51% net satisfied); as are those who currently visit the town centre monthly or less often (52% net satisfied).
3.6.4 Roughly equal numbers are satisfied and dissatisfied with the mix of uses proposed for the Hothamton site; however, whilst 14% are very satisfied, 24% are very dissatisfied.

*Figure 17 – overall thoughts on the mix of uses for the Hothamton site*

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET: Satisfied</td>
<td>38%</td>
</tr>
<tr>
<td>NET: Dissatisfied</td>
<td>39%</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>14%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>24%</td>
</tr>
<tr>
<td>Neutral</td>
<td>19%</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>15%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>24%</td>
</tr>
<tr>
<td>Undecided / don't know</td>
<td>4%</td>
</tr>
</tbody>
</table>

Weighted base: 4,076

3.6.5 Under 35 year olds are more likely to express satisfaction (43% net satisfied); as are those who currently visit the town centre monthly or less often (47% net satisfied), and males (42% net satisfied).

3.6.6 More are dissatisfied than satisfied with the scale of proposed buildings (see figure 18). However there is evidence that some respondents thought the illustrations represented actual designs rather than simply an indication of the scale and mass of the proposed developments: “The designs look “brutish” and boxy”

*Figure 18 – overall thoughts on the scale of the proposed buildings*

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET: Satisfied</td>
<td>34%</td>
</tr>
<tr>
<td>NET: Dissatisfied</td>
<td>43%</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>14%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>20%</td>
</tr>
<tr>
<td>Neutral</td>
<td>19%</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>17%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>26%</td>
</tr>
<tr>
<td>Undecided / don't know</td>
<td>4%</td>
</tr>
</tbody>
</table>

Weighted base: 4,065

3.6.7 Only 29% females are satisfied with the scale of the proposed buildings.

3.6.8 Overall, more respondents are satisfied than dissatisfied with the proposed amount of public space planned (figure 19).
3.6.9 Under 35 year olds are more likely to express satisfaction (47% net satisfied); as are those who currently visit the town centre monthly or less often (47% net satisfied).

3.6.10 Respondents were then asked to think about the total development package on offer and consider how they would expect the proposed developments to affect Bognor Regis. Slightly less than half expect that the total package would benefit Bognor Regis whilst one in three expect the proposals to harm the town (figure 20).

3.6.11 Under 35 year olds are more likely to feel the total package to benefit Bognor Regis (58% benefit); as are those who currently visit the town centre monthly or less often (60% benefit).
3.6.12 The final question invited respondents to provide additional comments regarding the proposed developments. A total of 3,169 respondents took the opportunity to respond.\(^{10}\)

3.6.13 The word cloud in Figure 21 summarises the most frequently mentioned words. ‘Cinema’, ‘Parking’, and ‘Picturedrome’ stand out as interesting themes. The summarised comments below expand on these.

*Figure 21 – most frequently mentioned words\(^{11}\) under ‘further comments’ [Base: 3,169]*

3.6.14 A selection of responses is shown below, showing a diverse range of opinions:

Comments broadly in favour of the proposals:

“Bognor does need modernisation and ability to compete with other local towns. We have great weather and need the facilities to go with it.”

“I rarely go to Bognor town, I prefer to shop and hang out in Chichester. Bognor so needs this revamp.”

“I think it would be a disaster if the ‘anti’ Arun groups that are forming/have formed manage to persuade enough people that this regeneration is a bad idea. Bognor Regis desperately needs improvement.”

“It is time to seize the St. Modwen proposal and get on regenerating BR town centre. This opportunity will not come again for many years.”

“It would be great to see Bognor a busy, thriving place, not only in summer but all through the year.”

“Please, Please, PLEASE build a decent cinema! It will attract decent restaurants and would generally be a very welcome addition to the relatively sparse leisure facilities in the area, in my opinion. I don’t want to have to go to Chichester to see the latest films on a decent screen!”

Those opposed to the proposals:

“I think Bognor Regis should stay exactly as it is.”

“I think you should leave Bognor how it is. NO changes”

\(^{10}\) Nearly 200,000 words were recorded. Full responses are available in the separate part 2 report.

\(^{11}\) Excludes ‘Bognor Regis’ and short connecting words e.g. and, the, etc.
Specific comments (cinema):

“A multi-screen cinema is not necessary and would destroy our Picturedrome cinema.”

“Bognor has a high proportion of elderly residents who I’m sure appreciate the atmosphere and the prices of the Picturedrome. The Picturedrome would not survive if another cinema were to open in Bognor.”

“Bognor does not need a multiplex cinema - Chichester provides plenty of films - the Picturedrome is a great place to see cinema and deserves to be protected and cherished”

“(We) do not need another cinema we have a lovely one. We need more attractions for visitors to spend their money like a bowling alley or ice rink.”

“Everything is good news but the Picturedrome (which is great) would lose out if another cinema was built - so I am very opposed to a new cinema.”

Specific comments (parking):

“Any redevelopment must have enough car parking otherwise no one will come no matter how good the facilities are.”

“As a disabled person I would like to see lots of easy access and more parking spaces.”

“Concerns about the amount of parking - the development will clearly increase the number of visitors who will want easy and convenient access to the new facilities.”

“My only concern would be maybe the lack of parking facilities especially with all the new proposed flats, apartments, being built on the current car parking sites.”

“It’s no good building 200 apartments but providing only 50 parking spaces. This puts so much pressure on the surrounding streets, as seen in other developments.”

Specific comments (traffic flow):

“Has anyone thought about the traffic problems with this project?”

“No one way traffic along seafront. (It) will cause congestion on surrounding roads particularly in the summer. Not enough parking to accommodate hotel, theatre, shops.”
Specific comments (residential):
“I would not want to see further residential on seafront, but accept we need the apartments to fund developments; so suggest maximising the Hothamton site for residential and using seafront for recreational.”

“What we do not want are retirement flats/apartments and social housing on the seafront.”

“Please ensure that the apartments provide accommodation for the young and are not designated retirement homes, there is insufficient residential for the young at affordable prices because all small development is for elderly who add very little to the area.”

Specific comments (hotel):
“Any new hotel should be facing the sea.”

“What is the point of a new hotel, when the existing Norfolk and Royal cannot support themselves now?”

“Butlins has already built three new hotels so we definitely do not need another hotel.”

Other comments:
“I trust these proposed developments will incorporate a large amount of architectural flair to represent the sailing / sea location of Bognor Regis.”

3.6.15 Many respondents who are in favour of a new cinema mention parking (figure 22).

*Figure 22 – most frequently mentioned words under ‘further comments’: for those who said yes to a cinema on the Regis Centre site [Base: 952]*

3.6.16 ‘Cinema’ is clearly the most frequently mentioned word for those who said no to a new cinema (figure 23):
3.6.17 Those who expect the proposed developments to ‘greatly benefit’ the town talk about a range of topics (figure 24):

Figure 24 – most frequently mentioned words under ‘further comments’: for those who expect the proposed developments to ‘greatly benefit’ the town [Base: 580]

3.6.18 ‘Cinema’ is the most frequently mentioned word for those who expect the proposed developments to ‘greatly harm’ the town (figure 25):

Figure 25 – most frequently mentioned words under ‘further comments’: for those who expect the proposed developments to ‘greatly harm’ the town [Base: 583]
### APPENDIX

#### A.Q10

**Q10. Would you like to see ADC invest in the Alexandra Theatre as proposed? (by age) [weighted base: 4,138]**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes</th>
<th>Investment but not as proposed</th>
<th>No Investment</th>
<th>Undecided / Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>26%</td>
<td>15%</td>
<td>15%</td>
<td>45%</td>
</tr>
<tr>
<td>16-24</td>
<td>16%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
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<tr>
<td>25-34</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>35-44</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>45-54</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>55-64</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>65+</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Q10. Would you like to see ADC invest in the Alexandra Theatre as proposed? (by gender) [weighted base: 4,138]**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Yes</th>
<th>Investment but not as proposed</th>
<th>No Investment</th>
<th>Undecided / Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>26%</td>
<td>15%</td>
<td>15%</td>
<td>45%</td>
</tr>
<tr>
<td>Female</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Q10. Would you like to see ADC invest in the Alexandra Theatre as proposed? (by post code) [weighted base: 4,138]**

<table>
<thead>
<tr>
<th>Post Code</th>
<th>Yes</th>
<th>Investment but not as proposed</th>
<th>No Investment</th>
<th>Undecided / Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bognor Regis Town</td>
<td>26%</td>
<td>15%</td>
<td>15%</td>
<td>45%</td>
</tr>
<tr>
<td>Greater Bognor Regis</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Q10. Would you like to see ADC invest in the Alexandra Theatre as proposed? (by location) [weighted base: 4,138]**

<table>
<thead>
<tr>
<th>Location</th>
<th>Yes</th>
<th>Investment but not as proposed</th>
<th>No Investment</th>
<th>Undecided / Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>FCC</td>
<td>26%</td>
<td>15%</td>
<td>15%</td>
<td>45%</td>
</tr>
<tr>
<td>TRS</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>TLA</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
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<tr>
<td>OOA</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Q10. Would you like to see ADC invest in the Alexandra Theatre as proposed? (by frequency of visiting BR town centre) [weighted base: 4,138]**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Yes</th>
<th>Investment but not as proposed</th>
<th>No Investment</th>
<th>Undecided / Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>26%</td>
<td>15%</td>
<td>15%</td>
<td>45%</td>
</tr>
<tr>
<td>Frequently</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>Less frequently</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>Infrequently</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>Very infrequently</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>Never</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Q10. Would you like to see ADC invest in the Alexandra Theatre as proposed? (by previously aware ADC considering redevelopment) [weighted base: 4,138]**

<table>
<thead>
<tr>
<th>Aware</th>
<th>Yes</th>
<th>Investment but not as proposed</th>
<th>No</th>
<th>Undecided / Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>26%</td>
<td>15%</td>
<td>15%</td>
<td>45%</td>
</tr>
<tr>
<td>No</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Q10. Would you like to see ADC invest in the Alexandra Theatre as proposed? (by whether attended exhibition) [weighted base: 4,138]**

<table>
<thead>
<tr>
<th>Attended Exhibition</th>
<th>Yes</th>
<th>Investment but not as proposed</th>
<th>No</th>
<th>Undecided / Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>26%</td>
<td>15%</td>
<td>15%</td>
<td>45%</td>
</tr>
<tr>
<td>No</td>
<td>15%</td>
<td>15%</td>
<td>27%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Key: FCC: Felpham Community College; TRS: The Regis School; TLA: The Littlehampton Academy; OOA: Out of Area.
A.Q11

Q11. The provision of a 4-5 screen cinema is essential to attract a cluster of restaurants, bars and/or cafes to this site. In this context would you prefer? (by age) [weighted base: 4,111]

Q11. The provision of a 4-5 screen cinema is essential to attract a cluster of restaurants, bars and/or cafes to this site. In this context would you prefer? (by gender) [weighted base: 4,111]

Q11. The provision of a 4-5 screen cinema is essential to attract a cluster of restaurants, bars and/or cafes to this site. In this context would you prefer? (by postcode) [weighted base: 4,111]

Q11. The provision of a 4-5 screen cinema is essential to attract a cluster of restaurants, bars and/or cafes to this site. In this context would you prefer? (by location) [weighted base: 4,111]

Q11. The provision of a 4-5 screen cinema is essential to attract a cluster of restaurants, bars and/or cafes to this site. In this context would you prefer? (by frequency of visiting BR town centre) [weighted base: 4,111]

Q11. The provision of a 4-5 screen cinema is essential to attract a cluster of restaurants, bars and/or cafes to this site. In this context would you prefer? (by previously aware ADC considering redevelopment) [weighted base: 4,111]

Q11. The provision of a 4-5 screen cinema is essential to attract a cluster of restaurants, bars and/or cafes to this site. In this context would you prefer? (by whether attended exhibition) [weighted base: 4,111]

Key: FCC: Felpham Community College; TRS: The Regis School; TLA: The Littlehampton Academy; OOA: Out of Area
A.Q12

Q12. Do you feel that a new 80 bedroom hotel would benefit the town centre? (by age) [weighted base: 4,184]

Q12. Do you feel that a new 80 bedroom hotel would benefit the town centre? (by gender) [weighted base: 4,184]

Q12. Do you feel that a new 80 bedroom hotel would benefit the town centre? (by postcode) [weighted base: 4,184]

Q12. Do you feel that a new 80 bedroom hotel would benefit the town centre? (by location) [weighted base: 4,184]

Q12. Do you feel that a new 80 bedroom hotel would benefit the town centre? (by frequency of visiting BR town centre) [weighted base: 4,184]

Q12. Do you feel that a new 80 bedroom hotel would benefit the town centre? (by previously aware ADC considering redevelopment) [weighted base: 4,184]

Q12. Do you feel that a new 80 bedroom hotel would benefit the town centre? (by whether attended exhibition) [weighted base: 4,184]

Key: FCC: Felpham Community College; TRS: The Regis School; TLA: The Littlehampton Academy; OOA: Out of Area
A.Q13

Q13. The proposals include the creation of approx 80 apartments on the Regis Centre site. Your views? (by age) [weighted base: 4,157]

Q13. The proposals include the creation of approx 80 apartments on the Regis Centre site. Your views? (by gender) [weighted base: 4,157]

Q13. The proposals include the creation of approx 80 apartments on the Regis Centre site. Your views? (by postcode) [weighted base: 4,157]

Q13. The proposals include the creation of approx 80 apartments on the Regis Centre site. Your views? (by location) [weighted base: 4,157]

Q13. The proposals include the creation of approx 80 apartments on the Regis Centre site. Your views? (by frequency of visiting BR town centre) [weighted base: 4,157]

Q13. The proposals include the creation of approx 80 apartments on the Regis Centre site. Your views? (by whether attended exhibition) [weighted base: 4,157]
A.Q14

Q14. Do you feel that BR would benefit from new places to eat and drink on the Regis Centre site? (by age) [weighted base: 4,165]

Q14. Do you feel that BR would benefit from new places to eat and drink on the Regis Centre site? (by gender) [weighted base: 4,165]

Q14. Do you feel that BR would benefit from new places to eat and drink on the Regis Centre site? (by postcode) [weighted base: 4,165]

Q14. Do you feel that BR would benefit from new places to eat and drink on the Regis Centre site? (by location) [weighted base: 4,165]

Q14. Do you feel that BR would benefit from new places to eat and drink on the Regis Centre site? (by frequency of visiting BR town centre) [weighted base: 4,165]

Q14. Do you feel that BR would benefit from new places to eat and drink on the Regis Centre site? (by previously aware ADC considering redevelopment) [weighted base: 4,165]

Q14. Do you feel that BR would benefit from new places to eat and drink on the Regis Centre site? (by whether attended exhibition) [weighted base: 4,165]

Key: FCC: Felpham Community College; TRS: The Regis School; TLA: The Littlehampton Academy; OOA: Out of Area
A.Q15

Q15. In creating a new public square and improving Place St Maer, which of the following would you like to see? (by age) [weighted base: 3,997]

Q15. In creating a new public square and improving Place St Maer, which of the following would you like to see? (by gender) [weighted base: 3,997]

Q15. In creating a new public square and improving Place St Maer, which of the following would you like to see? (by postcode) [weighted base: 3,997]

Q15. In creating a new public square and improving Place St Maer, which of the following would you like to see? (by location) [weighted base: 3,997]

Q15. In creating a new public square and improving Place St Maer, which of the following would you like to see? (by frequency of visiting BR town centre) [weighted base: 3,997]

Q15. In creating a new public square and improving Place St Maer, which of the following would you like to see? (by previously aware ADC considering redevelopment) [weighted base: 3,997]

Q15. In creating a new public square and improving Place St Maer, which of the following would you like to see? (by whether attended exhibition) [weighted base: 3,997]
A.Q16

Q16. What are your views on the parking proposals? [by age] [weighted base: 4,054]

Q16. What are your views on the parking proposals? [by gender] [weighted base: 4,054]

Q16. What are your views on the parking proposals? [by postcode] [weighted base: 4,054]

Q16. What are your views on the parking proposals? [by location] [weighted base: 4,054]

Q16. What are your views on the parking proposals? [by frequency of visiting BR town centre] [weighted base: 4,054]

Q16. What are your views on the parking proposals? [by previously aware ADC considering redevelopment] [weighted base: 4,054]

Q16. What are your views on the parking proposals? [by whether attended exhibition] [weighted base: 4,054]

Key: FCC: Felpham Community College; TRS: The Regis School; TLA: The Littlehampton Academy; OOA: Out of Area
A.Q17
A.Q18

Q18. ...is 6 storeys adjacent to the 16 storey Fitzleet House too high, or might it provide a more appropriate setting for the existing tower? Your views? (by age) [weighted base: 3,995]

- 6 storeys is acceptable
- 6 storeys is too high
- Undecided / don't know

Q18. ...is 6 storeys adjacent to the 16 storey Fitzleet House too high, or might it provide a more appropriate setting for the existing tower? Your views? (by gender) [weighted base: 3,995]

- 6 storeys is acceptable
- 6 storeys is too high
- Undecided / don't know

Q18. ...is 6 storeys adjacent to the 16 storey Fitzleet House too high, or might it provide a more appropriate setting for the existing tower? Your views? (by postcode) [weighted base: 3,995]

- 6 storeys is acceptable
- 6 storeys is too high
- Undecided / don't know

Q18. ...is 6 storeys adjacent to the 16 storey Fitzleet House too high, or might it provide a more appropriate setting for the existing tower? Your views? (by location) [weighted base: 3,995]

- 6 storeys is acceptable
- 6 storeys is too high
- Undecided / don't know

Q18. ...is 6 storeys adjacent to the 16 storey Fitzleet House too high, or might it provide a more appropriate setting for the existing tower? Your views? (by frequency of visiting BR town centre) [weighted base: 3,995]

- 6 storeys is acceptable
- 6 storeys is too high
- Undecided / don't know

Q18. ...is 6 storeys adjacent to the 16 storey Fitzleet House too high, or might it provide a more appropriate setting for the existing tower? Your views? (by previously aware ADC considering redevelopment) [weighted base: 3,995]

- 6 storeys is acceptable
- 6 storeys is too high
- Undecided / don't know

Key: FCC: Felpham Community College; TRS: The Regis School; TLA: The Littlehampton Academy; OOA: Out of Area
A.Q19

Q19. Which of the following potential uses would you prefer to see provided at street level along Queensway? (by age) [weighted base: 4,075]

Q19. Which of the following potential uses would you prefer to see provided at street level along Queensway? (by gender) [weighted base: 4,075]

Q19. Which of the following potential uses would you prefer to see provided at street level along Queensway? (by postcode) [weighted base: 4,075]

Q19. Which of the following potential uses would you prefer to see provided at street level along Queensway? (by location) [weighted base: 4,075]

Q19. Which of the following potential uses would you prefer to see provided at street level along Queensway? (by frequency of visiting BR town centre) [weighted base: 4,075]

Q19. Which of the following potential uses would you prefer to see provided at street level along Queensway? (by whether attended exhibition) [weighted base: 4,075]

Key: FCC: Felpham Community College; TRS: The Regis School; TLA: The Littlehampton Academy; OOA: Out of Area
A.Q20

**Q20. If a proposal for a supermarket on this site emerged as a financially viable alternative, what would be your preference? (by age) [weighted base: 4,031]**

- All: Prefer residential 13%, Prefer supermarket 33%, Neither 29%, Undecided/don't know 35%
- 16-24: Prefer residential 11%, Prefer supermarket 37%, Neither 34%, Undecided/don't know 21%
- 25-34: Prefer residential 22%, Prefer supermarket 29%, Neither 30%, Undecided/don't know 29%
- 35-44: Prefer residential 24%, Prefer supermarket 19%, Neither 30%, Undecided/don't know 37%
- 45-54: Prefer residential 25%, Prefer supermarket 17%, Neither 31%, Undecided/don't know 37%
- 55-64: Prefer residential 21%, Prefer supermarket 29%, Neither 31%, Undecided/don't know 29%
- 65+: Prefer residential 28%, Prefer supermarket 20%, Neither 29%, Undecided/don't know 23%

**Q20. If a proposal for a supermarket on this site emerged as a financially viable alternative, what would be your preference? (by gender) [weighted base: 4,031]**

- All: Prefer residential 12%, Prefer supermarket 33%, Neither 32%, Undecided/don't know 33%
- Male: Prefer residential 11%, Prefer supermarket 31%, Neither 31%, Undecided/don't know 27%
- Female: Prefer residential 13%, Prefer supermarket 34%, Neither 30%, Undecided/don't know 33%

**Q20. If a proposal for a supermarket on this site emerged as a financially viable alternative, what would be your preference? (by postcode) [weighted base: 4,031]**

- FCC: Prefer residential 13%, Prefer supermarket 15%, Neither 31%, Undecided/don't know 41%
- TRS: Prefer residential 15%, Prefer supermarket 21%, Neither 25%, Undecided/don't know 29%
- TLA: Prefer residential 14%, Prefer supermarket 22%, Neither 26%, Undecided/don't know 39%
- OOA: Prefer residential 18%, Prefer supermarket 26%, Neither 25%, Undecided/don't know 31%

**Q20. If a proposal for a supermarket on this site emerged as a financially viable alternative, what would be your preference? (by location) [weighted base: 4,031]**

- Bognor Regis Town: Prefer residential 11%, Prefer supermarket 11%, Neither 33%, Undecided/don't know 45%
- Greater Bognor Regis (PO21): Prefer residential 11%, Prefer supermarket 11%, Neither 33%, Undecided/don't know 45%
- Out of Area: Prefer residential 11%, Prefer supermarket 11%, Neither 33%, Undecided/don't know 45%

**Q20. If a proposal for a supermarket on this site emerged as a financially viable alternative, what would be your preference? (by frequency of visiting Bognor Regis centre) [weighted base: 4,031]**

- All: Prefer residential 12%, Prefer supermarket 10%, Neither 20%, Undecided/don't know 39%
- Frequently: Prefer residential 15%, Prefer supermarket 15%, Neither 22%, Undecided/don't know 36%
- Less frequently: Prefer residential 15%, Prefer supermarket 15%, Neither 22%, Undecided/don't know 36%
- Infrequently: Prefer residential 12%, Prefer supermarket 12%, Neither 24%, Undecided/don't know 32%
- Very infrequently: Prefer residential 10%, Prefer supermarket 10%, Neither 20%, Undecided/don't know 39%
- Never: Prefer residential 25%, Prefer supermarket 25%, Neither 25%, Undecided/don't know 15%

**Q20. If a proposal for a supermarket on this site emerged as a financially viable alternative, what would be your preference? (by whether attended exhibition) [weighted base: 4,031]**

- All: Prefer residential 12%, Prefer supermarket 13%, Neither 13%, Undecided/don't know 42%
- Yes, exhibition: Prefer residential 13%, Prefer supermarket 13%, Neither 13%, Undecided/don't know 42%
- Yes, spoke to staff: Prefer residential 14%, Prefer supermarket 12%, Neither 13%, Undecided/don't know 42%
- No: Prefer residential 24%, Prefer supermarket 24%, Neither 24%, Undecided/don't know 18%

Key: FCC: Felpham Community College; TRS: The Regis School; TLA: The Littlehampton Academy; OOA: Out of Area
A.Q21b

Q21b. Thoughts on: the mix of uses proposed for the Hothamton site? (by age) [weighted base: 4,076]

Q21b. Thoughts on: the mix of uses proposed for the Hothamton site? (by gender) [weighted base: 4,076]

Q21b. Thoughts on: the mix of uses proposed for the Hothamton site? (by postcode) [weighted base: 4,076]

Q21b. Thoughts on: the mix of uses proposed for the Hothamton site? (by location) [weighted base: 4,076]

Q21b. Thoughts on: the mix of uses proposed for the Hothamton site? (by frequency of visiting BR town centre) [weighted base: 4,076]

Q21b. Thoughts on: the mix of uses proposed for the Hothamton site? (by previously aware ADC considering redevelopment) [weighted base: 4,076]

Q21b. Thoughts on: the mix of uses proposed for the Hothamton site? (by whether attended exhibition) [weighted base: 4,076]

Key: FCC: Felpham Community College; TRS: The Regis School; TLA: The Littlehampton Academy; OOA: Out of Area