Survey results:

Littlehampton Seafront Public Realm Improvements Survey Report

April 2017
1. BACKGROUND

1.1 Arun District Council appointed landscape consultancy LDA Design to create conceptual public realm designs to improve the appeal, connectivity, look and feel of Littlehampton town centre. The project study area includes: Littlehampton seafront greens; promenade; parts of Pier Road and Beach Road.

1.2 Following a series of focus groups in July 2016 with stakeholders (including community groups, local businesses and Town, District and County Councillors) conceptual designs were created in the form of eight exhibition boards. These were used at manned and unmanned public exhibitions as well as being available on the ADC website. Consultation questions were based on these boards. The paper questionnaire guided survey respondents to which exhibition board each question referred; online questionnaires included links to electronic versions of the boards.

1.3 The consultation period ran from 8th to 29th March 2017 and was promoted in the following ways:

- An unmanned exhibition in Arun Civic Centre Reception for the duration of the consultation period (23% of survey respondents visited this)
- A manned exhibition between 23rd and 25th March inclusive at the Look and Sea Centre, Littlehampton (33% of survey respondents attended this)
- The local press, including a half page article with photos in the Littlehampton Gazette on 16th March (page 8)
- Social media (Facebook, Twitter etc)
- Arun District Council’s website and staff intranet
- The Council currently does not have a residents’ consultation panel, however as part of a recent survey, respondents were asked if they would be interested in participating in consultation with Arun. 92 respondents who expressed interest were sent a link to this survey
- The Littlehampton Academy ran the consultation with their students

1.4 292 survey responses were received. 106 via PC/laptop, 31 via tablet computer, 65 via smartphone, and 90 as paper questionnaires.

Table 1 – Survey format used by respondent age group

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<tr>
<td>Paper version</td>
<td>31%</td>
<td>5%</td>
<td>17%</td>
<td>51%</td>
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<tr>
<td>PC/laptop version</td>
<td>36%</td>
<td>28%</td>
<td>45%</td>
<td>34%</td>
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<tr>
<td>Tablet computer</td>
<td>11%</td>
<td>10%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Smartphone version</td>
<td>22%</td>
<td>57%</td>
<td>26%</td>
<td>5%</td>
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</tbody>
</table>

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

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

2.1 There are high levels of agreement with each of four proposals on “keeping the greens green”, ranging from 91% to 83%.

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

2.2 Proposals to “lessen the impact of vehicles” receive a more mixed response. Four of the seven proposals receive responses ranging from 92% to 81% agreement, however three proposals receive lower levels of agreement: ‘removal of the unattractive Banjo Road coach park..’ (62% in agreement); ‘coach drop off points to replace Banjo Road.’ (63% agreement); ‘new parking and coach drop off points..’ (65% agreement). Younger respondents are more likely than average to disagree with the removal of the Banjo Road coach park.

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

2.3 There are high levels of agreement with each of five proposals to ensure “a connected place, ranging from 93% to 79%.

2.4 Proposals to provide “comfort and sanctuary” also receive high levels of agreement, ranging from 90% to 75%.

“Need shelters that are actual shelters.”

2.5 Agreement with proposals to provide a “defined identity” range from 89% to 78%.

2.6 Agreement with proposals to “maximise use and functionality” range from 91% to 88%.

2.7 Views were more mixed on ideas for the overall seafront greens and promenade. Agreement ranges from 82% to 62%; the lowest agreement is with ‘Pier Road, reduced road width the single carriageway allowing cafe spill out and alfresco dining experiences’ (68% in agreement), and ‘proposed new foreshore station’ (62% agreement)². Younger respondents are more likely than average to disagree with the Pier Road proposals.

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

2.8 Agreement with the concept for the ‘Social Hub’ range from 85% to 64%. The lowest agreement (64%) is for ‘connections with Harbour Park and the prom’.

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

2.9 Agreement with the concept for the ‘Grand Procession’ range from 78% to 58%. The lowest agreement is for the ‘western coach drop off point’.

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² N.B. evidence that some respondents confused the Foreshore Station with the HM Coastguard station.
2.10 Agreement with the concept for the ‘Performance Space’ range from 82% to 62%. The lowest agreement is for the ‘provision for new concessions’.

2.11 Agreement with the concept for the ‘Coastal Gardens’ range from 89% to 76%.

2.12 Agreement with the concept for the ‘Active Hub’ range from 79% to 56%. The lowest agreement is for the ‘eastern coach drop off point’.

2.13 Whilst just over half (58%) of respondents would like to see more than five organised events on the green each year, nearly three quarters of respondents aged 35 to 54 would like to see this happen. A third would like to see five organised events, as at present. Favourite types of event mentioned include: concerts; exhibitions; fairs/markets; sports events; nautical themed events; transport themed events; dog shows; circuses, etc.

2.14 At the end of the survey, respondents were invited to add any further comments. They took this opportunity to provide a summary of their overall views, a few of which are shown below:

**Broadly positive**

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

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

**Broadly negative**

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

2.15 Perhaps surprisingly, younger respondents (those under 35) are less likely than average to agree with a number the proposals and concepts put forward for consideration (this is highlighted in the main body of this report). There is no clear reason why this is the case and merits further investigation.
3. KEY FINDINGS

3.1 Exhibition board 1 provides an introduction to the project. Respondents were asked to view this board as it explains the reasons for the project, the previous consultation, and highlights the proposed study area. There were no questions specifically relating to this board; the survey questions relate to boards 2 to 8.

3.2.1 Survey question 1 (exhibition board 2) asks respondents whether they agree or disagree with a number of underlying proposals on “keeping the greens green”. Chart 1 below highlights the high level of agreement with each of these proposals, ranging from 91% agreeing with ‘retaining a similar amount of informal and flexible open green space as part of the green’s defining character’ down to 83% agreeing with ‘new planting will supply the structure and the setting of the place; planting will contain the greens and make the place feel more comfortable’. The chart also shows percentages who disagree with each proposal – which is 7% or less for these proposals.

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

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

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

4 Where other factors appear to be significant, these are referred to in the text of the report.
3.2.3 Table 2 shows views split by age group on underlying proposals to “keep the greens green”. The greatest variation from the total response is the high level of agreement by 35 to 54 year olds with the new planting proposal (91% cf. 83% for all).

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

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<tbody>
<tr>
<td>Retain a similar amount of informal and flexible open green space as part of the green’s defining character.</td>
<td>91%</td>
<td>90%</td>
<td>88%</td>
<td>94%</td>
</tr>
<tr>
<td>New planting will supply the structure and the setting of the place; planting will contain the greens and make the place feel more comfortable.</td>
<td>83%</td>
<td>82%</td>
<td>91%</td>
<td>78%</td>
</tr>
<tr>
<td>Distinctive planting will be chosen to reinforce the coastal and maritime context, complementing the recently completed East Bank riverside walkway.</td>
<td>85%</td>
<td>85%</td>
<td>90%</td>
<td>82%</td>
</tr>
<tr>
<td>Planting chosen to suit the local climate and the local context will ensure minimal maintenance and greatest success.</td>
<td>88%</td>
<td>89%</td>
<td>94%</td>
<td>84%</td>
</tr>
</tbody>
</table>

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

3.2.5 A selection of responses is shown below:

- **Retain a similar amount of open green space**
  
  “Keeping the open space of the Green is vital. Unique to Littlehampton.”

- **New planting to supply structure, containing them and making the place feel more comfortable**
  
  “Not sure about "contain" the greens - they feel open and spacious. It would be a shame to lose that.”

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

- **Distinctive planting to reinforce the coastal and maritime context**
  
  “If it looks as good as the east bank, it’ll be lovely.”

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

- **Planting to suit local climate and ensure minimal maintenance**
  
  “Be aware to the fact that trees have to really tolerate wind/salt air/sand blasting, or they will end up looking very sad very quickly.”

  “Minimal maintenance of planting is important.”

3.3.1 The top of exhibition board 3 covers proposals to “lessen the impact of vehicles”. The accompanying question asks respondents whether they agree or disagree with these. Chart 2 highlights the high level of agreement (80%+) with four of the seven proposals; the highest being the 92% agreeing with ‘safe and accessible connections that separate vehicles and pedestrians’. However three proposals receive lower levels of agreement (with fewer than 2 in 3 respondents agreeing). These were: ‘removal of the unattractive Banjo Road coach park…..’ (62% in agreement); ‘coach
drop off points to replace Banjo Road….’ (63% in agreement); ‘new parking and coach drop off points…..’ (65% in agreement).

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

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

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

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

*Please note that percentages for agree + disagree do not add up to 100% as charts do not show % undecided*
3.3.3 132 respondents provided their views on these objectives (question 4). These are shown in full in the appendix.

3.3.4 A selection of responses is shown below:

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

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

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

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

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

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

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

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

**Removal of Banjo Road coach park**

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

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

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

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

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

“Drop off points are downright dangerous.”

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

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

3.4.1 The bottom of exhibition board 3 covers proposals to ensure “a connected place”. Question 5 asks respondents whether they agree or disagree with these. Chart 3 below shows the level of agreement with each proposal, ranging from 93% agreeing
with ‘maintain informal open access to the greens allowing people to freely roam and explore’ down to 79% agreeing with ‘promote a variety of experiences through allowing different route choices……’.

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

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

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

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</thead>
<tbody>
<tr>
<td>Maintain informal open access to the greens allowing people to freely roam and explore.</td>
<td>93%</td>
<td>92%</td>
<td>93%</td>
<td>95%</td>
</tr>
<tr>
<td>Improve wider connections forming cohesive and intuitive with the East Bank riverside walkway, Pier Road, and the town centre.</td>
<td>85%</td>
<td>85%</td>
<td>89%</td>
<td>82%</td>
</tr>
<tr>
<td>Re-establish and re-connect links between the Oyster Pond and the rest of the greens.</td>
<td>83%</td>
<td>84%</td>
<td>84%</td>
<td>82%</td>
</tr>
<tr>
<td>Promote a variety of experiences through allowing different route choices. ‘Primary Routes’ that are clear wide and direct; ‘Secondary Routes’ that link defined uses; and ‘Tertiary Routes’ that offer alternative meandering, slow paced enjoyment, i.e. a journey through gardens.</td>
<td>79%</td>
<td>80%</td>
<td>83%</td>
<td>77%</td>
</tr>
<tr>
<td>Ensure links between the promenade and greens are provided via shallow accessible ramps.</td>
<td>90%</td>
<td>90%</td>
<td>94%</td>
<td>89%</td>
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3.4.3 60 respondents provided their views on these objectives (question 6). These are shown in full in the appendix.

3.4.4 A selection of responses is shown below:

Open access to the greens

“I don’t like spaces that are too contrived. You need to retain the ability to roam freely, not limit people to paths.”
Links with East Bank riverside walk, Pier Road, and town centre

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

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

Links with Oyster Pond

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

Different route choices

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

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

Other

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

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

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

Chart 4 – (Q7) Agreement/disagreement with the underlying proposals to provide "comfort and sanctuary" (shown at the top of board 4)
3.5.2 Table 5 shows that 55+ year olds are less likely to agree with proposals for ‘a stunning night time environment’.

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

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<tbody>
<tr>
<td>Structures to provide safe and comfortable shelter.</td>
<td>90%</td>
<td>87%</td>
<td>91%</td>
<td>92%</td>
</tr>
<tr>
<td>Natural shelter from prevailing wind through landscaping.</td>
<td>81%</td>
<td>77%</td>
<td>83%</td>
<td>82%</td>
</tr>
<tr>
<td>A stunning night time environment (e.g. low level lighting in paving and planting; lighting integrated with furniture; lighting associated with concession buildings; some dark areas).</td>
<td>75%</td>
<td>89%</td>
<td>83%</td>
<td>65%</td>
</tr>
</tbody>
</table>

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

3.5.4 A selection of responses is shown below:

**Structures to provide safe and comfortable shelter**

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

“Need shelters that are actual shelters.”

“Structures safe from vandalism a priority.”

**Natural shelter through landscaping**

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

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

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

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

3.6.1 The foot of exhibition board 4 covers proposals to provide a “defined identity.” Question 9 asks respondents whether they agree or disagree with each of these. Chart 5 highlights the high level of agreement for most, ranging from 89% agreeing with ‘a valuable place focussed on leisure for both the local community and visitors’ and ‘a pleasurable place that is fun and entertaining for the whole family’ down to 78% agreeing with ‘a powerful sense of place demonstrated through materials used, distinctive planting and the relationship between the two’.
3.6.2 Table 6 shows respondents aged under 35 are less likely than those aged 35 to 54 to agree with any of these proposals, particularly ‘a valuable place focussed on leisure for both the local community and visitors’ (82% cf. 94%).

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

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<tbody>
<tr>
<td>A powerful sense of place demonstrated through materials used, distinctive planting and the relationship between the two.</td>
<td>78%</td>
<td>75%</td>
<td>82%</td>
<td>77%</td>
</tr>
<tr>
<td>A pleasurable place that is fun and entertaining for the whole family.</td>
<td>89%</td>
<td>85%</td>
<td>94%</td>
<td>88%</td>
</tr>
<tr>
<td>A valuable place focussed on leisure for both the local community and visitors.</td>
<td>89%</td>
<td>82%</td>
<td>94%</td>
<td>90%</td>
</tr>
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3.6.3 62 respondents provided their views on these proposals (question 10). These are shown in full in the appendix.

3.6.4 A selection of responses is shown below:

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

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

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

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

**Fun and entertaining for the whole family**

“It already is a pleasurable place for family and friends. It is why generations keep returning.”
Leisure for both locals and visitors

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

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

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

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

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

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

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<tbody>
<tr>
<td>Retain and enhance popular uses.</td>
<td>88%</td>
<td>87%</td>
<td>89%</td>
<td>89%</td>
</tr>
<tr>
<td>An exciting place that is attractive to tourists and an environment that locals will cherish.</td>
<td>91%</td>
<td>95%</td>
<td>97%</td>
<td>87%</td>
</tr>
<tr>
<td>Flexible uses which allow the place to adapt as required and cope with seasonal pressures.</td>
<td>89%</td>
<td>92%</td>
<td>93%</td>
<td>85%</td>
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3.7.3 59 respondents provided their views on these proposals (question 12). These are shown in full in the appendix.
3.7.4 A selection of responses is shown below:

**Retain and enhance popular uses**

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

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

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

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

“Concentration on family uses.”

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

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

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

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

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

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

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

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</tr>
</thead>
<tbody>
<tr>
<td>Pier Road : reduced road width to single carriageway, allowing cafe spill out and alfresco dining experiences.</td>
<td>68%</td>
<td>39%</td>
<td>81%</td>
<td>73%</td>
</tr>
<tr>
<td>Beach Road : continuation of the ‘Grand Procession’ connecting the War Memorial with the greens.</td>
<td>78%</td>
<td>84%</td>
<td>77%</td>
<td>77%</td>
</tr>
<tr>
<td>Social Pine Grove : hammock garden and BBQ/picnic facilities.</td>
<td>71%</td>
<td>61%</td>
<td>75%</td>
<td>74%</td>
</tr>
<tr>
<td>New shelters/structures.</td>
<td>82%</td>
<td>72%</td>
<td>83%</td>
<td>85%</td>
</tr>
<tr>
<td>Proposed new Foreshore Station.</td>
<td>62%</td>
<td>48%</td>
<td>67%</td>
<td>65%</td>
</tr>
<tr>
<td>Planting to screen existing less attractive buildings.</td>
<td>82%</td>
<td>69%</td>
<td>89%</td>
<td>83%</td>
</tr>
</tbody>
</table>

3.8.3 113 respondents provided their views on these proposals (question 14). These are shown in full in the appendix.

3.8.4 A selection of responses is shown below:

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

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

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

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

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

“Pier Road must be one way northbound.”

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

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

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

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

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

“While this is all good, hammocks would be abused.”
New shelters/structures

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

Proposed new Foreshore Station

“Haven’t seen foreshore station.”

Planting to screen existing less attractive buildings

“Planting to hide has a tendency to overgrow through lack of proper maintenance.”
“Tall planting will break the idea to keep the greens open visually.”

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

Chart 8 – (Q15) Agreement/disagreement with the concept for the ‘Social Hub’ (shown first on board 7)
3.9.2 Table 9 highlights that, apart from the ‘beach shower facilities’ proposal and ‘stronger connection between Harbour Park Amusements and the promenade’ respondents aged under 35 were significantly less likely to agree with these proposals. This is particularly marked for the new concession building, where just 48% agree, and the location for new shelter structure, where just 46% agree. Overall, male respondents are more likely than female respondents to agree with a stronger connection between Harbour Park Amusements and the prom (70% cf 59%).

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

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<tr>
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</thead>
<tbody>
<tr>
<td>A series of social spaces cut into the natural</td>
<td>72%</td>
<td>61%</td>
<td>80%</td>
<td>73%</td>
</tr>
<tr>
<td>topography; splash pad, sand play, French boules and</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>games area.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New concession building raised on a plinth with wide</td>
<td>73%</td>
<td>48%</td>
<td>83%</td>
<td>78%</td>
</tr>
<tr>
<td>steps and accessible ramps allowing views over new</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>social spaces and maintaining views out to sea.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Including public toilets.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beach shower facilities.</td>
<td>85%</td>
<td>87%</td>
<td>90%</td>
<td>82%</td>
</tr>
<tr>
<td>Stronger connection between Harbour Park Amusements</td>
<td>64%</td>
<td>64%</td>
<td>70%</td>
<td>60%</td>
</tr>
<tr>
<td>and the promenade.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location for new shelter structure.</td>
<td>70%</td>
<td>46%</td>
<td>75%</td>
<td>77%</td>
</tr>
</tbody>
</table>

3.9.3 79 respondents provided their views on these proposals (question 16). These are shown in full in the appendix.

3.9.4 A selection of responses is shown below:

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

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

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

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

“Definitely new toilets needed!”

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

**Beach shower facilities**

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

“Showers are much needed.”

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

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

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

**Location for new shelter structure.**

“Shelters need to be on the seafront facing the sea, that’s why people come here.”
“We really need more than one new shelter.”

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

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

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

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

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>A high quality link comprising planting, seating and other small interventions</td>
<td>65%</td>
<td>80%</td>
<td>76%</td>
<td>52%</td>
</tr>
<tr>
<td>such as informal play features; stepping stones, musical chimes, boom tubes and</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>drums.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car parking areas interspersed with distinctive planting to remove the impression</td>
<td>74%</td>
<td>52%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>of an excessive area of surface level parking and create a positive link with the</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>greens.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strengthened links across the car park connecting the Oyster Pond and Harbour</td>
<td>78%</td>
<td>80%</td>
<td>83%</td>
<td>75%</td>
</tr>
<tr>
<td>Park with the greens.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Western coach drop off point.</td>
<td>58%</td>
<td>43%</td>
<td>65%</td>
<td>60%</td>
</tr>
</tbody>
</table>
3.10.3 77 respondents provided their views on these proposals (question 18). These are shown in full in the appendix.

3.10.4 A selection of responses is shown below:

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

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

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

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

**Car parking interspersed with planting**

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

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

**Western coach drop off point**

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

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

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

“Out of town coach parking needed so that local roads do not get congested.”
3.11.1 The foot of exhibition board 7 covers the concept for the ‘Performance Space’. Question 19 asks respondents whether they agree or disagree with the ideas put forward. Three of the four proposals received agreement ratings of around 80%, however only 62% agreed with the proposal for the ‘provision for new concessions’.

Chart 10 – (Q19) Agreement/disagreement with the concept for the ‘Performance Space’ (shown third on board 7)
3.11.2 Table 11 shows that younger respondents (those aged under 35) are significantly less likely to agree with the proposal of ‘a place to maximise the potential for enjoying and celebrating performance’, with 69% agreeing, and with the ‘provision for new concessions’, where just 48% agree. Male respondents are more likely than female respondents to agree with all four proposals: seating integrated with planting (87% cf 79%); formalised spectator space in a garden setting (84% cf 75%); a place to maximise the potential for enjoying and celebrating performance (86% cf 76%); and provision for new concessions (67% cf 59%).

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

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Seating integrated with planting forming the backdrop to seats, improving comfort, relaxation and security.</td>
<td>82%</td>
<td>82%</td>
<td>85%</td>
<td>81%</td>
</tr>
<tr>
<td>A formalised spectator space in a garden setting.</td>
<td>78%</td>
<td>80%</td>
<td>80%</td>
<td>77%</td>
</tr>
<tr>
<td>A place to maximise the potential for enjoying and celebrating performance.</td>
<td>79%</td>
<td>69%</td>
<td>86%</td>
<td>80%</td>
</tr>
<tr>
<td>Provision for new concessions.</td>
<td>62%</td>
<td>48%</td>
<td>75%</td>
<td>61%</td>
</tr>
</tbody>
</table>

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

3.11.4 A selection of responses is shown below:

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

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

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

**Maximise potential for enjoying and celebrating performance**

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

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

**Provision for new concessions**

“Do we need more concessions?”

“New concessions must be discrete and not dominate!”
3.12.1 The top of exhibition board 8 covers the concept for the ‘Coastal Gardens’. Question 21 asks respondents whether they agree or disagree with the ideas put forward. Responses ranged from 89% agreeing with ‘accessible shallow gradient footpaths allowing a comfortable transition between the promenade and greens’ down to 76% agreeing with ‘sloping lounging lawns facing in towards the greens’.

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

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

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

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Landscaping supporting sheltered terraced seating facing the greens.</td>
<td>82%</td>
<td>85%</td>
<td>88%</td>
<td>78%</td>
</tr>
<tr>
<td>Landscaping supporting lounging lawns facing out to sea.</td>
<td>86%</td>
<td>84%</td>
<td>92%</td>
<td>83%</td>
</tr>
<tr>
<td>Accessible shallow gradient footpaths allowing a comfortable transition between</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>the promenade and greens.</td>
<td>89%</td>
<td>89%</td>
<td>94%</td>
<td>86%</td>
</tr>
<tr>
<td>Alternative meandering, slow paced paths allowing discovery and the experience</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>of moving through the gardens.</td>
<td>82%</td>
<td>85%</td>
<td>90%</td>
<td>76%</td>
</tr>
<tr>
<td>Sloping lounging lawns facing in towards the greens.</td>
<td>76%</td>
<td>80%</td>
<td>81%</td>
<td>72%</td>
</tr>
</tbody>
</table>

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

3.12.4 A selection of responses is shown below:

**Sheltered terraced seating facing the greens**

“Great use of landscape to create windbreaks.”

“The sea view is more important than a view of the greens.”

**Lounging lawns facing out to sea**

“There needs to be plenty of seating facing the sea for older people who do not want to lounge. People who want to lounge tend to go on the beach.”
Meandering, slow paced paths through gardens

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

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

Sloping lounging lawns facing the greens

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

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

Chart 12 – (Q23) Agreement/disagreement with the concept for the 'Active Hub' (shown second on board 8)
3.13.2 Table 13 reveals that older respondents (those aged 55 or older) are significantly less likely to agree with the proposal of ‘including activities such as basketball, volleyball, 5-a-side football’, with just 56% agreeing; and with a ‘fitness trail extending through the Coastal Gardens’, with just 62% agreeing. Younger respondents (those aged under 35) are significantly less likely to agree with the ‘expansion of children’s play offer’, with just 44% agreeing; with the ‘eastern coach drop off point’; and with the ‘location for a new shelter structure’, both with just 39% agreeing.

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

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Including activities such as basketball, volleyball, 5-a-side football.</td>
<td>68%</td>
<td>85%</td>
<td>77%</td>
<td>56%</td>
</tr>
<tr>
<td>Informal seating (pebble seats) scattered around active areas; a welcoming place encouraging people to dwell reducing the feeling of seclusion and stimulating natural surveillance.</td>
<td>79%</td>
<td>89%</td>
<td>89%</td>
<td>70%</td>
</tr>
<tr>
<td>Expansion of children’s play offer.</td>
<td>68%</td>
<td>44%</td>
<td>83%</td>
<td>70%</td>
</tr>
<tr>
<td>Fitness trail extending through the ‘Coastal Gardens’.</td>
<td>75%</td>
<td>87%</td>
<td>88%</td>
<td>62%</td>
</tr>
<tr>
<td>Eastern coach drop off point.</td>
<td>56%</td>
<td>39%</td>
<td>64%</td>
<td>59%</td>
</tr>
<tr>
<td>Location for new shelter structure.</td>
<td>64%</td>
<td>39%</td>
<td>73%</td>
<td>69%</td>
</tr>
</tbody>
</table>

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

3.13.4 A selection of responses is shown below:

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

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

“Do not overpopulate the green with specialised facilities.”

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

“Some seats should also provide backrests for older people who need more support.”

**Expansion of children’s play offer**

“An overload of play equipment will make it look too busy and commercialised.”

“Children’s play area is big enough, just needs new equipment.”

**Fitness trail**

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

**Eastern coach drop off point**

“Drop off point for coaches on sharp bend = dangerous to children/elderly.”

**Location for new shelter structure**

“Again please make the shelter fit for purpose, wind and rain proof with sea views!”
3.14.1 Respondents were then asked whether or not they agree that there should be more opportunities for temporary/seasonal concessions on the seafront.

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

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<tbody>
<tr>
<td>Agree</td>
<td>49%</td>
<td>41%</td>
<td>66%</td>
<td>42%</td>
</tr>
<tr>
<td>Disagree</td>
<td>26%</td>
<td>43%</td>
<td>11%</td>
<td>27%</td>
</tr>
<tr>
<td>Undecided</td>
<td>22%</td>
<td>15%</td>
<td>19%</td>
<td>27%</td>
</tr>
</tbody>
</table>

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

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

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

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

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</thead>
<tbody>
<tr>
<td>More than five organised events</td>
<td>58%</td>
<td>44%</td>
<td>73%</td>
<td>54%</td>
</tr>
<tr>
<td>Five organised events (as at present)</td>
<td>35%</td>
<td>38%</td>
<td>18%</td>
<td>44%</td>
</tr>
<tr>
<td>Fewer than five organised events</td>
<td>5%</td>
<td>18%</td>
<td>5%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

3.15.3 All respondents were asked what events/activities they would like to see on the seafront (question 26). These are shown in full in the appendix. The main themes are: “as at present”; “all the examples mentioned in the question”; concerts; exhibitions; fairs/markets; sports events; regatta/nautical themed; transport themed events; air shows; carnival; dog shows; circuses, etc.
3.16 The final question asking for respondents’ views on the proposals (question 27) offered the opportunity to add any further comments they may have. In addition to restating views expressed earlier in their response, many respondents took this opportunity to provide a summary of their overall views, some of which are shown below:

**Broadly positive**

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

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

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

**Broadly negative**

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

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

Please note: Where a response covers two or more subjects, it has been split and allocated accordingly.

Q2. Views on underlying proposals to proposals to "keep the greens green". [Base: 83 respondents]

Figure 1 – (Q2) most frequently mentioned words

Retain a similar amount of open green space

“Agree with no overall reduction of green space.”

“I am strongly opposed to the grassed western green overflow car park being hard surfaced. We should be making the greens greener, not keeping the greens green.”

“I feel that it is very important to keep the green space, but to enhance what we already have is great.”

“I like the seafront greens!”

“I think it is extremely important for Littlehampton to have plenty of open space for individuals, families and groups to enjoy themselves and for public events of various sorts to be held.”

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

“Less green space and more play activities for families.”

“Please don’t take away our green. This area is vital to many events such as Armed Forces Day or Screen on the Green. It also provides a nice place for children to play and fly a kite that is off the beach and out of the way of the busy prom.”

“Please retain most of the open space as is for the delight of children and dogs especially. Paths are hard underfoot.”

“The seafront does need some big changes to improve this large open space for visitors and tourists.”

“The wide open spaces of the green greet us as we approach the sea. I wouldn't like too much 'man-made' interference creating bottlenecks spoiling people’s enjoyment.”

“There is very little I believe needed to change the green. Fashions come and go but with a few of the changes I support. The less change the better provided there are adequate toilet facilities.”

“There’s a huge amount of green space on the seafront and as a result it seems underused, so a little more of the space could be utilised in other ways to attract visitors.”

“Very important to retain a large amount of open green space.”

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

“...make the place feel more comfortable” is a good goal. The wasted heath look no longer compliments the efforts to revive Littlehampton as a welcoming summer resort. The town is after all now an urban environment not a wild place in the country so we may as well accept that!”

“Currently relatively easy access from the beach to the open space (grassed areas). With the
planning of additional shrubs etc this may be lost.”

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

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

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

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

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

“More activities not flowers.”

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

“Not sure about trees on the open area.”

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

“You should complete the planted area around Beach Crescent. The section on the eastern side
has no plants or shrubs, while the southern and western sections do. These planted sections enhance the green, and it seems strange that they were not completed all the way around the outside of the Crescent.”

Distinctive planting to reinforce the coastal and maritime context

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Planting to suit local climate and ensure minimal maintenance

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

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

“An idea I had was to have a water stream running through the plant life, which will promote wildlife growth and lots of educational
sessions or nature trails can include the wildlife in the stream habitat.”

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

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

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

“Ensure plantings allow for litter removal access.”

“Minimal maintenance of planting is important.”

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

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

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

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

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

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

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

“What about ongoing maintenance?”

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

Other

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

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

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

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

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

“Less is more.”

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

“No thought of local residents.”

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

“Remain dog friendly.”

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

“Will dogs still be permitted to enjoy this space? Will dogs still be allowed to be let off lead?”
Where will coaches go after being dropped off at the suggested points?”

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

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

Figure 2 – (Q4) most frequently mentioned words

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

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

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

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

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

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

“Increase car parking, we can never get a space.”

“Increase parking - helps residents.”

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

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

“Locals are all year round, tourists are six weeks a year.”

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

“More free parking for disabled blue badge holders.”

“More free parking is needed.”

“More parking please.”

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

“Not similar but the same amount or more.”

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

“Parking spaces must not be reduced, crucial to visitors.”

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

“Parking will always be contentious. What about park and ride in the season? Car park spaces are too small to accommodate SUV/4x4 vehicles that are so common now. Bigger spaces are needed, which reduces the overall number of spaces to park and be able to actually get out of the car.”
“Please don’t lessen the number of car parking spaces. More are needed, especially in summer. Scrap parking charges for Windmill patrons. Charges are exorbitant.”

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

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

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

“Planting not necessary.”

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

“The beach and sea are the best places to enhance. Littlehampton is not a Mediterranean seaside sandy pine forested picnic area. In reality many visitors are day trippers without cars. So much planting may well suffer from the climate and vandalism. Local youths may well use the 'shelter' for drinking and drug use.”

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

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

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

“Low planting better than human height planting.”

“Strongly agree but with native planting and small trees that create a habitat for wildlife. Can
Safe and accessible connecting paths that separate vehicles and pedestrians.

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

“Please provide paths between the car park kerbs and planting beds to avoid plants being trodden on as people get out of their cars. Also, consider installing low fences running up the centre of the beds to discourage short cuts through the beds.”

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

Removal of Banjo Road coach park

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

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

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

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

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

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

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

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

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

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

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

“Banjo Road parking is not a problem.”

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

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

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

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

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

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

“I think Banjo Road should stay in some form but not as a coach/car park.”
“I’d still get rid of Banjo Road but make the proposed parking area bigger to allow for coach spaces.”

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

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

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

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

“Keep big coaches where they are.”

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

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

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

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

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

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

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

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

“Why ruin the view of the seafront with coaches?”

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

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

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

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

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

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

“But where will the coach parking be? Will this take up valuable on-street space that local employees and residents use?”
“Clarification very much needed as to where coach drop off points would be, surely it would benefit the town and spending in the town if coaches were not permitted to drop off nor park on the seafront but to park in St Martin’s car park thus making people walk through the town and spend!”

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

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

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

“Coach parking elsewhere, where?”

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

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

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

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

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

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

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

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

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

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

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

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

“Coaches of visitors should be welcomed.”

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

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

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

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

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

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

“Depends where the coaches end up parking!”
“Drop off points are downright dangerous.”

“Drop off points should be near facilities.”

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

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

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

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

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

“I agree the coach park at Banjo Road is very noticeable, but this is why large parties travel to Littlehampton as opposed to other areas. It is the attraction of Harbour Park and the family safe beach, yes but also the fact that they can access the beach by coach and easily access greens and barbeques. Large groups come to Littlehampton BECAUSE they can park and stay, especially family groups and disability groups, they need the coach to stay so then can keep going back to the coach as a base, because they need to. Church groups come in large numbers for baptisms and other events and need to return to their coaches for the same reason. When Banjo Road is full in the busy season and minibuses arrive with groups planning to barbecue, they often have to park by the beach huts and carry all their beach and cooking equipment a very long way to get to the main part of the seafront. What are we doing about minibuses? Often it is not large coaches but Sunshine coaches and disability minibuses and nursery/school coaches that come to the front. They cannot drop off and park elsewhere. Visitors want to be dropped off where they will be staying, therefore coaches will avoid the drop off area by Norfolk Road and drop off by Harbour Park or South Terrace so the groups can go to the centre of the seafront activity easily. In the main, large groups of elderly people and families like to be dropped off by the concessions, toilets, and lifeguarded section of the beach. If your plan is to reunite the seafront with the riverside the removal of the coach park will have the opposite effect, large groups of people will arrive a long way from this area, and are unlikely to visit the river at all. It is often the case in summer that people who park by the Harvester do not even know the riverside walk is there, let alone people arriving in Norfolk Road. I believe coaches will stop putting Littlehampton on their summer schedules and pick somewhere else where they can park and stay. Any idea where you expect the coaches to ‘go away and park’ to? Parking is restricted for them all over Arun.”

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

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

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

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

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

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

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

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

“It is difficult to answer the coach park questions without knowing the alternatives. The recent
NMA planning application for the Sports and Swimming Centre show 6 coach parking spaces. If this is envisaged as the replacement then that number of spaces is woefully inadequate.”

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

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

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

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

“My customers are from coaches.”

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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“The only problem with the coaches parking elsewhere is where will that be? There is already enough trouble when National Rail use rail replacement buses with them cluttering up the
roads surrounding the town - this solution could lead to similar situations?"

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

“We don’t want coaches parking in residential streets!!”

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

“Where are coaches gonna park then?”

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

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

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

“Where will the coaches park? Please don’t use shopper parking spaces.”

“Where will the coaches park???”

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

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

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

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

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

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

Other

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

“Do not close seafront toilets.”

“Don’t send visitors away; my job depends on it.”

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

“Please ensure adequate doggy bins are provided! Where is there mention of public transport - even a bus stop? Not everyone has a car or cycle. No mention of cycle racks, again!”

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

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

“The sunken garden, if attractively planted, offers a good welcome and sheltered seating.”
“Totally unnecessary ideas which will spoil the pleasant open space.”

“Why turn visitors away?”

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

**Open access to the greens**

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

“Flexibility of use should take prominence.”

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

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

“The open spaces running from the river to Mewsbrook Park should be considered as one big open space and the connections strengthened all the way through. The new landscaping that will be created at the new LSSC should take this into account.”

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

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

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

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

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

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

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

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

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

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

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

“Pier Road should be pedestrianised.”

“The town needs a clearly marked pedestrian walk from the beach as visitors can never
### Links with Oyster Pond

- "Connections from Oyster Pond and East Bank walkway needs improving to be more direct to the greens."
- "Existing pathways link the Oyster Pond with the river and green quite satisfactorily."
- "I like the separate feel of the oyster pond, gives it a relaxed atmosphere."
- "I think the Oyster Pond area should remain apart. It’s historic and connects more with the fish kiosk! It’s a nice quiet little screened off area at the moment."
- "Keep the Oyster Pond sheltered and separate if the coaches are to drop off next to it. Who wants to be at the Oyster Pond when coach fumes are covering it?"
- "Not really clear on the plans how the Oyster pond will be better connected."
- "Not sure what you are proposing with the reconnection between the Oyster Pond and green."

### Different route choices

- "As long as the greens aren’t overly dissected with primary-tertiary routes."
- "Ensure any pathway that is planned for the East Green is not placed over the usual Bonfire site for the Littlehampton Bonfire Society as this will be damaged yearly by the fire and the vehicle access by cars and large lorries that is required for the event."
- "Has the existing surfaced path adjacent the west side of Beach Crescent deliberately been omitted?"
- "I like the idea of paths with visual effects/plants etc for walking around the area, much more enjoyable than walking around a plain green field."
- "I’m not certain we need to worry about secondary and tertiary routes as people will walk across the greens in an informal manner which is what Littlehampton is all about."
- "It will is good to have various routes for people to access the green, but too many pathways could be confusing to some people new to the area. Hopefully the ramps will make this easily accessible for wheelchairs and elderly people."
- "Maintain main route along promenade."
- "People will establish paths http://smu-research.net/projects/informal-paths"
seems a waste of money that could be spent elsewhere.”

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

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

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

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

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

Shallow accessible ramps

“Access for wheelchairs is essential.”

“Existing paths are wheelchair/buggy accessible.”

“Must be cautious not to make accessing (i.e.) the sea front, the harbour, difficult for those who are mobility impaired or who simply cannot walk long distances. Not everyone drives and not everyone wants to walk long distances to enjoy the facilities before a long trek back.”

Other

“All good ideas.”

“And to/from the Windmill Cinema.”

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

“Cost: installing and ongoing maintenance.”

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

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

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

“Reduce parking fees to reduce on street parking.”

“Tying the front together makes a lot of sense. Right now it is all terribly disjointed and not much fun to “amble” around, you kind of stumble from...”
one isolated area to another. Visitors must now wonder where to wander, the new design should invite them to do so.”

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

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

“What we have now is fine.”

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

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

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

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

Figure 4 – (Q8) most frequently mentioned words

<table>
<thead>
<tr>
<th>Structures to provide safe and comfortable shelter.</th>
</tr>
</thead>
<tbody>
<tr>
<td>“A great idea and much needed additional shelter from the prevailing wind which was lost when the previous (unsightly!) Old shelters were removed.”</td>
</tr>
<tr>
<td>“Agree with shelter, but the existing ones seem to be used for undesirable purposes. How do we stop them smelling? How is it policed?”</td>
</tr>
<tr>
<td>“All structures need to have shelter from the wind which can be cold and strong at ALL times of the year. The current shelters on the promenade over the long bench are useless and simply act as wind tunnels. There are currently not enough places for people to sit and watch the sea in comfort out of the wind.”</td>
</tr>
<tr>
<td>“Any ‘structures’ need to be very sympathetic after all these glorious efforts to make the place more amenable.”</td>
</tr>
<tr>
<td>“Any shelters installed should give real shelter, not in any way similar to the two entirely unsatisfactory, though ‘artistic’ ‘climbing frame’ structures. What will happen to the longest bench?”</td>
</tr>
<tr>
<td>“But these do not need to provide sanctuary for the local drunks and layabouts and the nocturnal hooligans.”</td>
</tr>
<tr>
<td>“Can some shelters be replaced? There is no shelter from the wind and rain from Rustington until the coastguard station at the river.”</td>
</tr>
<tr>
<td>“Coupled with wind breaks and attractive hedges. More robust shelters, preferably rain proof, facing the sea with good lighting.”</td>
</tr>
<tr>
<td>“Current shelters are useless! Deal with the drunks and druggies so that locals and visitors can have shelters that shelter!”</td>
</tr>
<tr>
<td>“Ensure practical structures that fit the bill. Some don’t meet needs, but the design looks good on paper.”</td>
</tr>
<tr>
<td>“Four shelters along the edge of the promenade for poor weather days and as resting points for the elderly and less able.”</td>
</tr>
<tr>
<td>“Get rid of those ‘rusty shelters’. As much use as a chocolate teapot. Make shelters see through, scratch proof, to deter drinkers and graffiti idiots.”</td>
</tr>
</tbody>
</table>
“Have changes in maintenance costs been assessed (e.g. more lighting)? The current shelters are dated. However, some of the contemporary concepts for replacement shelters appear to be frameworks and unappealing visually: will they be fit for purpose? Do their designs have potential for their designs to stand the test of time?”

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

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

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

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

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

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

“Need shelters that are actual shelters.”

“No have no shelters at present.”

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

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

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

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

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

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

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

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

“Shelters must be weatherproof.”

“Shelters should obviously have seats. Older people cannot easily sit on the ground (as illustrated).”

“Shelters should protect from wind not just look nice.”

“Since the removal of the old shelters, which did need reviewing, what we currently have is......nothing substantial to shelter from the elements. Being local it is not just the summer days we use the seafront.”

“Structures for shelter should have no roof to discourage being used for sleeping in - (e.g. changing shelter out of wind for beach).”

“Structures need to be attractive, all but the last wooden structure in your pictures are not, and what will happen to the white existing shelters? I like these, I also like the crazy wiggly shelters which already exist on the seafront.”

“Structures need to provide real shelter from rain and wind. Prevailing winds being south, southwest, people need to be able to sit facing east if the word “shelter” is to apply. And in the winter, they need to be able to sit facing the sun! To avoid anyone sleeping there, individual seats...
rather than benches would prevent people from laying down. Structures could provide a degree of transparency with PETG or polycarbonate?"

“Structures safe from vandalism a priority.”

“Summer 2015 crowds perching on sea wall in howling gales and torrential rain, eating soaked sandwiches and drenched. As a council tax payer I felt ashamed that Littlehampton cannot provide even temporary shelter.”

“The beauty of Littlehampton seafront is the open feel. I do not think it is necessary for more structures to be built along the seafront. To keep a flow from green to beach it needs to be open with little barriers.”

“The cover will encourage the homeless. What provision will there be for those sleeping rough so as to discourage them from using these new shelters?"

“The longest bench is a poor idea of a playground for children. As a result we lost the admittedly ugly shelters. I have lived here at Beach Crescent for 14 years.”

“The seafront is very windy and uncomfortable at times. The long Bench structures are not shelters”

“The shelters must do what their name suggests i.e. "SHELTER". The previous attempt on the promenade failed miserably in this regard. I suggest that the designers actually visit the prom when it is wet and windy.”

“The two steel structures in the longest bench were promoted as shelters, but follow the principles of Venturi wind-tunnel design - fine as sculptures and play-spaces, but useless as shelters, actually worse than standing out in the weather. Seafronts do need shelters!”

“Very much depends on location and size to provide effective shelters.”

“We definitely need some shelters on the promenade. The ugly metal things that went up with that ridiculous bench offer no shelter or protection from the elements.”

“Have lost most of the places that provided both shelter from wind and rain whilst retaining a sea view. None of the new provision works. We have a very long bench that is too uncomfortable to sit on, the banjo "seat" which provides no shelter and collects rainwater on the seat etc. The only places left are the two spaces between the kiosks with room for only a handful of people. New provision must deliver real protection from weather but still give the sea view that people have come for.”

“We miss the shelters that gave us protection from the wind and rain. The shelter areas at the moment do not do this. In the winter it can be very wind; it would be nice to have somewhere to sit and enjoy the coastline out of season.”

“We need improved seating along the front. Also more shelter from the winds.”

“We need shelters that actually shelter, not what is currently available. The original ones were perfect whatever the weather.”

“What is the prevailing wind? A regular user will know that the wind that comes from the north can be very cold. The Victorians had the right idea, their shelters were four sided as in Worthing and Brighton. Whichever way the wind blows, one side always can be used.”

“When I enquired about shelter I was assured that the new 'bandstand' structures would provide this. Have your designers seen how many people can shelter there?”

“Why did they ever get rid of existing shelters? Need shelter from wind and/or rain, yet you’re proposing to replace final existing shelter that’ll achieve this.”

“Yes, let's have some proper shelter and seating, not that provided now - even seating that has a back rest would be nice. And the present wooden benches are often drenched in grease, etc from food outlets nearby!”

“You've got rid of most of the structures that actually did provide shelter from the rain and wind. Redo those in areas near Banjo Road parking and on the front.”

Natural shelter through landscaping

“I strongly agree that the prevailing wind can be a problem on the seafront greens.”

“It is so important to offer shelter on an open/windy seafront.”
“Means shelter. Hard landscaping (walls and banks of earth) are needed. Nice idea but likely to invite vandals.”

“Natural shelters would block the view from the greens and South Terrace.”

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

“Risky to rely on planting because growth is far slower in this exposure, and in order to survive plants need to grow in situ almost from seed, bringing in mature plants does not work (100 trees were transplanted on to the pitch and putt in 1988, non survived. Slower, protected schemes have had much more success).”

“Shelter could be natural or man-made, remain flexible. Natural shelter will be greatly affected by the elements in this environment.”

“Stop the wind through landscaping, are you having a laugh, what with four metre high barriers?”

“Teletubby hills will help to shelter from the wind and look good, also doubling as fun for kids to roll down.”

“The terracing may help slightly but the structures show 1 child on a bike, 2 ? shelter, 3 children and 1 adult. These designs do not cater for groups of people or day trippers. Do remember that some people have not got much cash and want the pleasure of sea and sand.”

“There is no doubt that our climate is increasingly windy. A quick look at the topography reveals the prevailing wind direction. Using natural constructed features to offer views inwards to the green and outwards to the sea whilst also offering shelter from the elements is a brilliant idea.”

“Winds will only be stopped by a lower growing shield as well as trees.”

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

“All sounding good, but keeping the heritage street lights on the promenade.”

“As this would increase usage of the area later in the day and more winter usage, ADC would have a duty to keep toilets open longer in the evenings and across all months.”

“At night not much at beach, extra lighting will increase bored teenagers.”

“Bit scary on promenade at night; need more things going on and better lighting.”

“Cost of lighting and being hostage to vandalism makes this proposal dubious.”

“Could prove expensive for a little used night time area.”

“Dark areas at night sound like places for the things that go on in the dunes on the other side of the river - keep them there?”

“Dark areas need to be designed with care, not to provide unsafe areas. Encourage evening activities such as restaurants, Harbour Park, concessions. The town is currently dead in the evening. Would provide a better experience for holiday makers and jobs for local people.”

“How will the low level lighting be continued up Beach Road? Will there have to be ‘no parking’ on the western (Caffyn’s Field) side?”

“I agree with the point made at Littlehampton Town Council about the opportunity to do all of this using renewable energy.”

“I have my doubts about ‘dark areas’, with security in mind. Different coloured lighting would make it visually welcoming and give it a unique appeal.”

“I like the idea of it being more night time orientated. That goes back to what I said early about modernising the coast.”

“I like the idea of the night time lighting but hope that it is turned off by 11 p.m. in summer and earlier in winter. I hope the lighting will be properly maintained.”

“I live on South Terrace and have always felt that the current road street lighting spoils the look of the sea from the properties and spoils the look of the properties from the seafront.”

“I love the idea of improved, more integrated lighting.”
“I think it could be really exciting to have an attractive night time environment where people can feel safe. I am all in favour of maintaining some dark spaces, but it should be remembered that the default for the seafront is darkness at night - so it's not something that is a particular draw for people, or something that is needed - particularly during the summer season.”

“I think you could be asking for trouble if you encourage people to frequent these areas after dark.”

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

“It would be great if lighting were adequate to feel safe walking in the seafront area in the evening.”

“It would be nice to have some seafront lighting during the summer months as we are a seaside town.”

“Lighting at night would really attract people to meander along the promenade on a hot summer evening. Perhaps a couple of ice cream/snack stalls could be included to stay open later?”

“Lighting could become vandalised if not made vandal proof. Must be easy to maintain.”

“Lighting is hindering bird and wildlife already.”

“Lighting must be turned off not later than midnight and preferably by 11 pm.”

“Lighting would encourage more people to stay into the evening, but needs some concessions which are open into the evening along the seafront.”

“Love the lighting idea. I'd want to visit more at night if it looks good and not pitch black.”

“Low level and integrated lighting is an essential and exciting component. We should also care about and promote dark skies. We have good views of the night sky but they are spoiled by the intense promenade lights which are intrusive and too tall. From safety and security aspects most groups of youths use the green at night as it is darker and away from the occasional Police car patrol along the promenade. Exciting and interesting varied low light, incorporated into and integrated with furniture is inspiring. Dark areas even more so.”

“More great ideas, the garden lights in winter at Bournemouth are a huge attraction and help the public to feel safe at night.”

“More lighting would make the area feel safer and would be beneficial for evening events and those wandering along the seafront in the evenings. Currently areas such as the toilets are not lit and dangerous at night. (I'm aware they are not open in the evenings, though are for events such as Bonfire and Screen on the Green).”

“Must be careful with lighting as can encourage groups to congregate at night posing a security issue if the wrong sort.”

“Need better lighting at night to encourage more activities on seafront and good shelters that do not encourage anti-social behaviour.”

“Night time environment will only be worthwhile if Littlehampton deals with its other issues which currently do not make it safe being out and about of an evening.”

“No lights on as we will not be able to see the stars.”

“Noise and lighting will spoil area. Keep dark skies.”

“Not enough people are here at night to use low lighting etc. It would just encourage teenagers to hang out there and vandalise.”

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

“Not TOO much lighting. Maybe some of the ‘dark areas’ could be clustered away from the lit areas, with encouragement to view the stars on clear nights - big open coastal skies. This could link with the nearby South Downs National Park's new 'Dark Skies' status(https://www.southdowns.gov.uk/southdowns-national-park-wins-international-dark-sky-reserve-status/); Chichester's Major Tim Peake / European Space Agency exhibition at the Novium Museum (he's a Chichester boy); the South Downs Planetarium at Chichester and Sir Patrick Moore's home at Selsey.”

“Nothing to attract night time revellers e.g. Pokemon fad to the stages!”

“See lighting comments re connectivity.”
“Strongly agree but should not stop at Norfolk Gardens but continue to Mewsbrook Park and have same lighting etc in the new leisure centre as a combined approach. We are one town all the way up to the end here and we should be included and considered and built to match.”

“Surely the night time environment is more important in town, not on the seafront? I would rather see expense and effort put there.”

“The lighting is a great idea and this should have been done years ago”

“The lighting proposals look fantastic. These would really encourage me and my family to visit after dark.”

“The lighting should be restricted to pathways (and concession buildings if they are to be in operation after dark). Would the current lighting along the promenade be retained?”

“The night time lighting does seem to be over the top and a waste of money (possibly of use serving the theatre but not for ten months of year when it’s not hot and sunny).”

“The present lighting could be improved.”

“The promenade has to be well lit, I wouldn’t want the amount of lighting to be reduced. I do go for walks in the evening but I wouldn’t feel safe if it was dark.”

“A sand pit area would be nice near the pier end as kids could have a sandcastle competition.”

“Area needs to be appealing and not a place where crime is prevalent.”

“Changing facilities and lockers needed.”

“I would just like to say that the wooden decking must be treated so that it is safe to walk on in wet weather. The decking type paths used in Mewsbrook Park have a gritty surface which is fine - but the colour is hideous and stands out like a sore thumb. It has weathered in a bit now but it is still unnatural looking.”

“Important to keep the area as a safe area where people feel free to wander around in the evening after dark without the worry or intimidation from others.”

“It would be great to have beach lockers on the seafront for guests to lock things away and of course ADC could make money from these - fingerprint or coded lockers with card payment system.”

“Local people.”

“Much improved seating required with views to the sea.”

“One of the problems is the unfortunate behaviour of vandals.”

“That charm and attraction of Littlehampton is the family friendly environment, we are not a
designer destination - please do not try and force Littlehampton to become the place something it is fundamentally not.”

“Try not to put decking in. Lots of grass will be easy to maintain and be good for the environment.”

“Where is the money coming from? Even bins get vandalised.”

Q10 Views on any of the underlying proposals to provide a "defined identity" [Base: 62 respondents]

Figure 5 – (Q10) most frequently mentioned words

Sense of place – material use; distinctive planting

“A sense of place is great for architects and designers but for locals it usually means a useless sculpture or some other impractical item that ends up getting vandalised or damaged.”

“Again any planting needs to be protected from pedestrians as the new river planting is often being walked/ridden over by the public.”

“Creating tangible links to the heritage of Littlehampton would be good.”

“Great care needs to be taken to ensure that 'distinctive planting' does not end up looking less than beautiful. Aesthetics must be the most important factor as people will avoid an ugly area.”

“I believe we are helping to keep Littlehampton alive by these creative approaches.”

“I like the fact that these proposals follow on from the previous ideas for the town and the east bank and that they are sympathetic to the structure we already have as a traditional seaside resort.”

“Keeping the seafront a unique and friendly area. We would not like it to become a smaller version of Brighton or even Worthing.”

“Littlehampton is still seen as an 'old fashioned seaside town' and that is part of its appeal.”

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

“Material use important plus a large age range of users. Family users from children to grandparents.”

“Materials should be picked remembering that they will weather in time so ADC would need to ensure a sufficient fund is available to maintain this. Also will materials still be available to repair areas after the work is completed unlike the pathway along River Road?”

“More planting will only lead to more expense and maintenance. More planting will collect more litter.”

“Not enough information on materials to be used.”

“Planting needs to be good for the wildlife as well as people. If the tamarisk trees are to go, you will need some new bushed areas to replace them, so birds can be part of the environment too and encourage people to look at wildlife and realise we live together.”

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

“Sense of Place - concerned how vandal and child/youngster proof the planting may be.”
“Sense of place is not always the view of ‘place’ considered by the retired (trees, bushes and benches).”

“Styling and materials need to be properly and thoughtfully distinctive, not from a landscape architect’s hackneyed box of seaside/harbour themed items.”

“The East Beach Cafe should never have been built (known as the ‘rusty turd’ by most people) ditto the ‘longest bench’. These structures are completely out of keeping with Littlehampton’s traditional architecture.”

“The ideas are laudable and well expressed, a modern version of why our Victorian forefathers were excited to visit the seaside. You have partly achieved this with the excellent East Bank, it is just a shame that Pier Road was not closed as part of that scheme so the cafe / fish and chip culture could have thrived in an open car free area. Shame on the business owners for a lack of vision.”

“The pebble seats by the pier are the first excellent visual examples of responding to place.

Fun and entertaining for the whole family

“Already a pleasurable place for families and visitors without being tarted up. No need for another cafe.”

“At the workshops the Splash Park was given much acclaim. More should be made of this idea.”

“Families are not concerned with ‘pretty’. They want beach/space to have safe freedom, so nothing that is a risk to small children.”

“Focus on families already provided for, important not to overcrowd with competing businesses.”

“Fun and entertainment is gained by being on the sand at low tide or in the water. What about donkey rides again and bathing machines for a novelty?”

“I think that the idea of the splash area for children and families is excellent and will provide a fun and exciting area to play.”

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

The river defence and sand sliding down has ruined the pleasure of families eating by the swans. Also old people keep walking over the edge - rails are needed.”

“The traditional image of Littlehampton beach area is a safe area for families and in particular little children as it was always known as the children’s paradise.”

“The Victorians did a good job. I’m not convinced by these vague proposals.”

“We need more leisure concessions along the seafront. Littlehampton has a lot to offer as a resort but needs to retain its quaint seaside feel. Some people come here because it is quieter than the surrounding resorts. We need to offer enough without losing our Victorian feel.”

“Without disturbing the present sense of place.”

“You need to prevail on the East Beach Café to remove or at least re-design and rebuild the UGLY storage ‘sheds’ situated just west of the café. These are a real eyesore. What is there now would spoil the ‘sense of place’ you mention above.”

“Key market for day trippers is family - young children, parents, and grandparents. Everything should be designed around maximising their experience.”

“Most proposals seem to focus on families. There is a need to cater for adult requirements too.”

“No mention of how to improve “Billy Smarts” and integrate it into the plan.”

“Providing water play/sand play is the most important thing in my opinion, to bring people and their cash to Littlehampton! Plus adequate, easy access parking.”

“Seafront gardens and trees for shelter and areas for outdoor sport. Also restaurants for family meals, and facilities for outdoor entertainment.”

“The children’s play facility is the best used facility on the green. Retain and improve this. Also create another similar area at the west end.”

“There is a need to be different and appeal to families - a simple over scaled piece of art can
achieve this (e.g. oversize bucket and spade, beach ball, deck chair etc).”

“Yes but they already have the amusement park so ‘entertaining’ must not hark back to the bad old days of seaside towns having a reputation for arcades etc. The whole golf area is great, what about an attractive splash park such as the one in Gosport?”

Leisure for both locals and visitors

“As long as there is decent cohesion that local people can feel proud of and not just pointless folly that we have had put upon us such as in recent years. The ugly cafe, uncomfortable long bench and non-shelters may have hit the tabloid press but have done nothing to improve the look of a once proud seafront. Now would be the chance to make it proud once again.”

“Glad to see visitors are being considered, but where will they park? Increasing car parking with efficiency and not losing overflow parking by the East Beach cafe would alleviate summer parking congestion on the roads for residents and bring greater numbers to the area. Surely this would help the economy and council funds from car parks?”

“I don’t want too many tourists here.”

“I think that it would be important to provide smart and clean toilet facilities as well as changing areas for people wanting to swim. The toilets in Norfolk Gardens should be kept open all the year round as I am aware that they are used a lot at all times, even by coach drivers and delivery van drivers.”

“If it’s all done up for the tourists then why lose the coach park which provides the tourists with opportunity to visit?”

Other

“All positive ideas which until one sees how they materialise in a physical sense are good ones.”

“Are CCTV cameras included in the planning? They should be.”

“Community leisure facilities put first.”

“Despite the typical use of consultants’ jargon.”

“It should be focused on a green environment good for nature as well as all the above. Nature attracts visitors. The more birds you have (not just seagulls) the more people enjoy it. When you go to Bournemouth and other towns like it, the most people are around where there is wildlife. Need to attract it, plus make it pretty.”

“It will be a challenge if the bid fails, however it can be done on a less ambitious scale.”

“Keep facilities on the green to the minimum. The open space is the attraction.”

“Large spaces for the community to use are a must - for example, screen on the green is very popular as well as the arms forces events.”
“Littlehampton greens and promenade are already an attractive open space with great sea views. Please do not spoil it.”

“Many already take place and the informality of the green is part of its attraction. It’s the only safe expanse of green away from the main road between Bournemouth and Brighton.”

“See comments relating to ceramic windbreaks. Fun. Gaudiesque.”

“What wishy-washy questions! What do they mean? No. 1....huh?? Won’t efforts to please visitors also please the locals...including families?”

“Whilst I agree with all of the above - the questions are worded so that nobody could disagree, almost like asking if one would like to be rich and have a long, happy and healthy life! The worry is how the proposals are to be achieved, that is the real nub. They could be carried out efficiently and with feeling, or be a chronic waste of public money. Sadly public bodies are prone to the latter!”

“Wish proposals included the Windmill Theatre. No money is ever spent on it. Would have been better to have upgraded the Windmill than spend money on the Stage by the Sea white elephant.”

Q12 Views on any of the underlying proposals to “maximise use and functionality” [Base: 59 respondents]

Figure 6 – (Q12) most frequently mentioned words

Retain and enhance popular uses

“A proper bandstand would be ideal.”

“Concerned that the existing children’s playground may be replaced by something of less use to toddlers.”

“I don’t like the bandstand.”

“I would like to see more use of stage by sea with maybe amphitheatre style seating facing it. What is happening to the longest bench? If this is being removed it should be re-sited as people have paid for slats on this and they should not be destroyed. Hold more events for both locals and visitors.”

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

“It would be nice if the “eyebrows” were actually useable! What a fuss over nothing - the green grass slopes in the wrong direction i.e. downwards! The promenade is great at present but lacks proper seating and shelters for year round use; the river frontage gets overcrowded now. Some slight improvement to the green would be great for humans not just overrun with dog walkers, as now. Even kite flying!”

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

“Perhaps paint longest bench neutral colours to tie in with sea front, but still leave carvings on the slats?”

“Play area important to retain.”

“Popular uses included coach and car parking in the height of the season - increase capacity.”

“The green is unique. We are I think, the only or one of the very few, resorts which does not have a road as a barrier between the town and the sea. The green is used so much for so many varied pleasures and events. It should be cherished and a land management and care plan should be created to ensure that its use does not lead to its demise. We have been fortunate to have several long hot spells and during these
intensive use for events can damage the grass leaving it a bare dust bowl in parts. The success of the regeneration plans should lead to greater use and enjoyment of this terrific facility. We have to look after it.”

“The main worry about any scheme involving the green is that it will do something irrevocable (after all it was given as an asset for all in perpetuity). I have no problem with changing uses, some will become worn-out or irrelevant with time, but no problem if they don’t permanently reduce the area dedicated to the community in general”

“The stages by the sea are an utter disgrace, they are not used for what they were intended. They just attract youngsters who continually climb on them and when I passed a couple of days ago it looked as though fires had been lit in the seat in the smaller stage!”

“There is a Facebook group called 'Bygone Littlehampton'. A lot of the group members have good ideas on what is needed/not needed for the town. In any case, regular, on-going consultation with the community is needed - this means talking with people before decisions are made, not just letting them know the outcome.”

“This means like keep the funfair, for those who enjoy it but integrate it into a beautiful landscape for those who are not interested in it???”

“We must understand that Littlehampton seafront is not broken, and avoid enhancing for enhancing sake. The town is the location that needs most work and has the negative reputation, the seafront is well thought of and we must take care not to spoil any of the existing positive dynamic there. Would hate to see the seafront become like other seaside towns with hard sell every two steps and everyone doing the same thing.”

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

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

“Bandstand has been a let-down and a waste of money. Inappropriate for intended use.”

“Concentration on family uses.”

“Don’t over-commercialise.”

“I am against the five-a-side pitches. Not an attraction that visitors will use. They are next to a busy road and will require extensive and unsightly netting to prevent balls running in the road and children chasing after them. The slope of the ground will mean extensive walling to provide a level playing area, ruining the open character of the green.”

“I like the idea of the water fountain play area in the picture, it would be a good addition. Similarly paddling pool area and even a tidal swimming pool.”

“I like the proposed fountain area near the relocated shelters/shops at the south west corner.”

“I wonder if 'flex on the beach' equipment (as used on Bognor Regis seafront) could possibly be incorporated within these suggestions?”

“People move here to enjoy all year and as locals pay ensure locals benefit.”

“The 'tired' buildings comprising Harbour Park give no sense of vibrancy and amplify the sense that Littlehampton's best days are behind it. 'Original' features, while not universally popular, such as East Beach Cafe and the long seat give a sense of excitement, ambition, and imagination.”

“We want it to be attractive to tourists but we don’t want them to visit! Why remove the already limited amount of space for coach and car parking?”
Flexible uses which allow the place to adapt as required and cope with seasonal pressures.

“Flexible use’ could be a blank cheque!”

“Agree the spaces should be flexible and that there should be good connections between areas.”

“Although the proposals show the area for the bonfire highlighted, have all aspects been considered for their requirements as I believe this will cause further issue for them to continue?”

“Ensure design of features allow for the 'off season' without becoming tatty looking and abandoned.”

“Ensure that there are no structures/paths built on the existing Bonfire site as it will restrict use for the Bonfire Society and could cause damage to any structure built.”

“Flexible uses to cope with seasonal pressures - clearly where do people put their transport? You are losing parking spaces which in turn will add to more traffic around the seafront are trying to find somewhere on street to park blocking pavements and access for young families and the elderly.”

“Flexible uses, such as seasonal overflow car parks being maintained to help parking pressures on local residents. Maintain coach parking spaces as an effective and efficient use of space when delivering people to the seafront. These coaches deliver a hugely diverse (economically and socially) number of people to our town. The seafront is seasonal, you have to design for the peak times.”

“In addition to ensuring that the specific needs of the major events in the Littlehampton Calendar are adequately catered for by these proposals, consideration should be given to what new community initiatives could be facilitated by the redevelopment (e.g. drama, musical, cultural, social) to enhance the return on the proposed investment.”

“Including flexibility to host the many summer seafront events.”

“It’s good to attract tourists to the area but the first consideration must be to locals!”

“Just note that not every visitor to the seaside has children or wants their visit ruined by squealing, shouting children running about all over the place.”

“Much of this is weather dependent - nothing for a rainy day. Would any of the café outlets have indoor seating?”

“Passive enjoyment should be principal as it is a small local community. We do not want to create a large, permanent, rowdy, kiss-me-quick, tatty seaside resort. Tasteful is paramount.”

“To cope with seasonal pressures is OK, but as we live in Norfolk Gardens, during the summer season and weekends all year we have a problem with visitors to the seafront parking in our road as they do not want to pay the parking charges.”

“What we have at present works very well when we have good weather. More arty farty structures are no use whatsoever. You did away with shelters that worked, put it the longest bench. Nobody sits on it as too uncomfortable. New shelters that do not protect from the elements. The two new white structures are ideal for youngsters to climb on, otherwise they do not get used. Leave us alone and save the money.”

Other

“All very noble concepts but visitors love the openness of the greens and the existing promenade. We should not be seduced by optimistic sales talk which will be expensive (with money we haven't got!).”

“Care should be taken to make sure materials used can stand the test of time and not be so modern in design that they do not complement original buildings that back the green.”

“I think a lot of what is there and the layout is actually great, but the aesthetics is what needs the most work. And more shelters.”

“Noise.”

“Petanque court, outdoor chess/drafts, in a sheltered location.”

“Social areas seem enclosed and may end up a mess.”
“The bits missing are proposals to improve the indoor entertainment built area involving ADC, Harvester and Harbour Park. Essential to all year round attraction.”

“The maintenance of the new planting and grounds will be out resourced or maintained by the Arun Council. Costings are important to show viability of the venture.”

“The shelters were taken away because of use by drunks and overnight sleepers......how will the new design prevent this? Will they be see-through plastic? What is happening about the main toilet block? People need decent well maintained loos close to the main family beach area. There is little clarity in your plans about where the loos will be situated. They need to be near the car parks and coach points - if you relocate the coach drop off to Norfolk Road (which I disagree with) the loos there will need to be enlarged, and I heard a rumour you were planning on closing them...... Likewise the loos near the riverside/Harbour Park need modernising, and again I heard a rumour they were being removed...they seem to be being replaced new concessions on your plans. We need toilets that match the standard of all the rest of your aspirations for the foreshore.”

“The sporting aspect should be kept to the more relaxed kind, suitable for the youngest to the oldest.”

“We really need real questions with real proposals and costs. Just asking hypothetical questions that can only have one answer is meaningless.”

“Whatever is delivered must be maintained. Too many facilities are tired, dirty, and vandalised after a very short time.”

“Why remove coach parking as a unique asset that drives repeat visitation if we wish to attract tourists?”

Q14 Views on the following concept for the overall seafront greens and promenade [Base: 113 respondents]

Figure 7 – (Q14) most frequently mentioned words

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

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

“Agree with Pier Road being narrowed provided it becomes one way with a dedicated cycle lane.”

“Agree with Pier Road, providing it becomes one way in a northerly direction. New shelter providing they are shelters that provide protection from the wind and rain.”

“All sound sensible, especially alfresco dining to give a continental feel.”

“Close Pier Road from Harbormaster’s office to the lighthouse. Make parallel residential roads one way so traffic is ‘shared’.”

“Close Pier Road in the summer months. A single lane will be dangerous.”

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

“Even better, make Pier Road traffic free where the cafes are.”

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

“I would agree with a possible one way in Pier Road once a new traffic arrangement has been studied and consulted on taking into account the new access road into Littlehampton once open. I’m attracted by the idea of outdoor dining in Pier Road, however a business owner there has pointed out issues with weather, especially wind. It might be necessary to allow canopies for shelter.”
“Ideally Pier Road should be closed to traffic, especially in the peak season.”

“If Pier Road is made one way measures need to put in place to prevent additional traffic via Clifton Road.”

“If Pier Road is one way what will take the traffic going the other way? There is no other suitable road. Also, how often do we have suitable weather for cafes outside? It’s not the South of France.”

“If reduced to a single carriageway where will people park? No nearby accessible parking for drop ins. Could reduce footfall at Pier Road shops e.g. memories of when work was taking place on flood defences causing loss of income to shops/parking chaos.”

“If restricting the width of Pier Road, please consider parking of cars with blue badges, this may need to be restricted to allow safe passage for moving vehicles. Again protect any planting from pedestrians with borders.”

“Just close Pier Road to traffic! It would be so much more of a useful al fresco space if there was no traffic. The town survived it being closed while the flood defences were improved - just make it permanent!”

“Just stopping parking on Pier Road would be better! Now even on the paths as well!”

“Making Pier Road single carriageway is unacceptable unless it is south to north. What’s the point of a grand procession?”

“Not sure outdoor dining is needed in Pier Road as the outlets there don’t seem to want it. Retain it as a two way road BUT enforce the parking restrictions!!!”

“People would enjoy their fish and chips more outside if it was a no access road. Tables and chairs would look lovely.”

“Pier Road could be for pedestrians only with safer cafe spill out and alfresco dining.”

“Pier Road could be narrowed and made one way.”

“Pier Road idea is brilliant, could be the best part of the whole rejuvenation process to make Littlehampton more attractive to both visitors and locals.”

“Pier Road is a nightmare as a two carriageway road. A single carriageway is definitely better.”

“Pier Road is crying out to be pedestrianised, it is not practical as cars parked prevent two way traffic so you have to wait for a gap to drive along the single lane. This encourages drivers to put their foot down to get past this section. Fred’s fish shop is now always busy which is great but people walking along the pathway have to detour onto the road to get past, not very safe with young children. You must pedestrian Pier Road so people can enjoy this area in the summer time, with or without the support of the businesses. At the end of the day they would benefit from a more appealing environment so should embrace the change.”

“Pier Road is too congested as it is with people disregarding the no parking signs.”

“Pier Road looks like it needs finishing off; close it off as a great area for street parties and cafe dining.”

“Pier Road must be one way northbound.”

“Pier Road narrowing and one way is a great idea and much needed.”

“Pier Road needs to be a one-way street now!”

“Pier Road pedestrianised permanently or just in summer months?”

“Pier Road reduction is a top priority.”

“Pier Road should be a pedestrian area only.”

“Pier Road should be closed to traffic. It is now a car park for the shop owners. The parking restrictions are not enforced. Pier Road is made dangerous in the summer and at weekends by motorised traffic and the pedestrians spilling out of shops and restaurants onto the narrow pavement where others are queuing for ice creams and fish and chips.” “Pier Road should be closed to all traffic. This would allow the road space to be used safely for cafés and strolling. At present, there is a conflict between speeding cars and pedestrians. Perhaps there could be a trial period of closing the road in daylight hours in the summer? The whole road could be enhanced by using a cohesive decorative scheme - ask Je Ahn.”

“Pier Road should be closed. There could be hammerhead parking or turning at either end as during the works to build the barrier. There is no need for cars to use or to park here. A huge opportunity was missed/turned down when the
works were done. The business owners should have the confidence with these regeneration plans to agree to close Pier Road permanently.”

“Pier Road should not be narrowed, it is extremely busy all year round. Make it a no parking zone and widen the pavement slightly maybe. There was a chance to provide a seating area when the flood defences were installed and the chance was squandered as the new layout has ruined the views across the river from Pier Road and its businesses.”

“Pier Road would be better as a pedestrianised area. One way traffic is pointless.”

“Pier Road would be much enhanced if there is room for al fresco dining. The shops along there need a facelift. The lovely new walkway in Pier Road has shown the shops up and makes them look rather down-at-heel.”

“Pier Road would have to be one way. Can you stop large trucks going to Travis Perkins or Iceland from using it?”

“Pier Road: a comprehensive traffic survey will need to be undertaken or a 6 months trial before committing, Pier Road traders will probably have strong views on this.”

“Pier Road: an absolute must. This will improve safety for pedestrians and will create an amazing social area.”

“Pier Road: what about disabled car parking? Maybe a few bays outside cafes that don't 'spill out’?”

“Prefer to see Pier Road closed to traffic completely.”

“Prefer to see Pier Road closed.”

“Presumably the reduction of Pier Road to one lane (it’s already single carriageway, surely?) Would require it to be one way? Would this be down past where Clifton Road comes out? It's a bit vague, but it’s a nice idea. Even with the new work, the shops and restaurants along there feel hemmed in by traffic.”

“Reducing Pier Road to single carriageway, which presumably means a 'one-way system', would impact on local residents as they would have to travel further to reach their homes. There would need to be a dedicated cycle lane in Pier Road to ensure that cyclists could still travel in both directions.”

“Reduction in speed limit along Pier Road. Consider yellow lines/restricted parking from The Nelson Public House to Lidl.”

“Single carriageway south to north is a good concept however it is not necessary to reduce road width.”

“The narrowing of Pier Road is the lynchpin of this. It already attracts healthy numbers, but deterring the flow of traffic would be a step forward. Why not be really ambitious and pedestrianise Pier Road??”

“Very good idea for Pier Road to be single carriageway. There is a huge boat there at the moment that is a wreck and should be removed as not a good look for visitors to see!”

“Whilst there is no problem in reducing Pier Road to a single carriageway, presumably this would then be one way? It is already effectively a single carriageway due to all the people parking on the double yellows (why are these only applicable in summer? - ridiculous) and it can be very dangerous around there as there are so many pedestrians running across the road to the eateries and cars trying to weave in and out. I have seen cars mounting the pavement to get by when met head on which will be disastrous if compounded.”

“Why not close Pier Road to traffic completely and develop pedestrian/eating experience?”

“Why wasn’t Pier Road closed when they built the flood defences? Dangerous with all those cars.”

“Would far rather see Pier Road pedestrianised.”

“Would like to see Pier Road closed to traffic completely and the whole road becomes part of cafe culture, allowing people to sit outside in the evening.”

“Would like to see Pier Road made one way, or even better pedestrianised, as service vehicles can use the access road behind.”

“Yes, Yes, Yes, Pier Road should be pedestrianised or one way traffic only. It’s dangerous as the New Flood Defence has increased the amount people walking along this road, outside Fred’s they have so many people, people using the pathways have to walk onto the road to get passed! Also, it is generally one-way as cars parked on both sides narrow the access through. When drivers get an opportunity, they
“Beach Road idea would also better connect the seafront to the town. Visitors are always asking me how to get to the beach as I saunter out from my home on St. Catherine’s Road. “Just follow Beach Road” would be a great reply if it becomes a handsome avenue to the front.”

“Beach Road is not the quickest route to the seafront. The existing pavement and footpath across the green are sufficient.”

“Grand Procession from Beach Road - how?!”

“Grand procession? What does this mean?”

“Intuitive links from town via Beach Road are key. Like the themed approach.”

“Not sure how grand procession is going to work but good links to town would be good as day trippers never find the town. Alternatively, land train could connect to town if grand procession had reduced traffic. More trees planted to ensure bird cover is not lost.”

“Not sure people will follow the grand procession to the war memorial, in reality. They often complain about having to take a short walk to Pier Road to buy painkillers/get cheaper fish and chips/view the river.”

“The Beach Road approach will have less importance with the removal of coach parking and facilities not concessions at this point.”

“The Beach Road bit seems unambitious; why not create a broad path through the existing green, and incorporate some of the ideas in the rest of the plan here (like meandering paths through gardens - considering the area is much more suited to nice planting as it is not too close to the beach).”

“The Beach Road idea is nice but would prefer the money to be spent on the seafront area first as I doubt there would be enough funding for this.”

“The Beach Road plan would be good if it doesn’t increase traffic congestion along this road.”

“The Grand Procession will need a lot of work as this route is a vehicle strewn uninspired drab road at present.”

“The war memorial is obviously a valid area! But the area surrounding is confusing to visitors. You stand/drive there and have no idea where you are or where you are supposed to go!”

“To achieve a Grand Procession one must employ a delicate balance of theatre, commerce and discovery. The environment must prompt movement as a market does with intriguing glimpses of what is coming.”

“Unnecessary continuation of Beach Road as it already reaches the green. Do not touch Banjo Road.”

“Where does this idea come from that all visitors to Littlehampton walk down the precinct and to the beach via Beach Road?!?!?! Virtually everyone that comes from outside the town either parks AT the seafront or gets off a train and walks down Surrey Street / Pier Road. It would make much more sense to use this as a Grand Procession route.”

Social pine grove (hammocks and BBQ/picnic options)

“A forest of trees over the Harvester.”

“BBQ facilities are good. Picnics can take place on the greens or beach. Hammocks? More litter bins needed.”

“BBQ facilities are well used all year. Keep picnic areas reasonably near parking.”

“Currently too few BBQ stations. Need many more to encourage family activities.”

“Do we really need hammocks! Seems somewhat over the top.”

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

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

“I like the idea of a social pine grove and bbq/picnic facilities.”
“I think the idea of a social pine grove is OK in principle but would the hammocks be sustainable due to weather conditions? Materials used?”

“Noise and smell are risks with a BBQ.”

“Not sure hammocks are a good use of funding, nice to have but practical? storage? access? upkeep?”

“Organic shelters and pine groves will be greatly affected by wind and climate. Look at all local trees on seafront for the effects of time on this vegetation.”

“Pine grove sounds good but I can see it becoming a ‘dossers’ paradise. Too many alcoholics in the town already.”

“Pine trees, hammocks and BBQs - a fire hazard?”

“Pines are softwood and will bend in the wind from the south west. These also will kill all planting underneath them.”

“Please don't have standard picnic tables and attached benches as disabled and those unable to lift their legs over the benches are unable to use them!”

“Social pine grove/hammock garden: pine needles catch fire very easily from sparks. What experience do your designers really have for West Sussex other than pretending it was the Med? What was their fee?”

“Social pine grove: what is a hammock garden? Do we bring out own? Couldn’t we have smelly BBQs away from the prom?”

“Sufficient amount of BBQs available in more than one area so that there are enough to be used when day visitors come to the area.”

“The social pine grove is a great idea. Please protect and choose the right trees. The recent attempts to introduce pine trees onto the green were an object lesson in failure and how not to do it.”

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

**New shelters/structures**

“Agree but subject to maintaining cleanliness and tidiness of areas and shelters.”

“Agree but subject to the maintenance, cleanliness, and tidiness of the areas and shelters.”

“I think the kiosks by the coastguard should be rebuilt with a seating area in front and at the rear an enclosed area for inclement weather. This would allow the concessions to open longer, both during the day and later in the year. This may encourage more businesses to the area.”

“More social seating is a great idea. More informal spaces for people to gather and eat picnics or just relax. I’ve seen this in other places and it works really well. Covered or shaded seating is good for sunny days too, we’ve had comments about the lack of shelter from the sun as much as the other elements.”

“New shelters need to be practical, not just attractive looking. No need to re-invent the wheel - upgrade what already exists e.g. toilet/shower block which also houses prom train and lifeguard equipment.”

“New shelters structures, picture implies paddling pool but this not explicit but would be excellent.”

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

“New shelters/structures - bearing in mind my earlier comments re. old shelters (protection from weather) and new shelters (exposed and terrible waste of money), what would the proposed shelters be and how much would they cost?”

“Only if shelters shelter, not some landscape architect’s quirky ideas!”

“PLEASE can we have several shelters that provide real protection from wind and rain, are comfortable to sit in and have the all-important sea view. Recent "improvements" have utterly failed to do this.”
“Please, please, please throughout this give some shelters that actually shelter. At the moment no point in going to the river/seafront on damp blustery days because the current structures offer no shelter from the elements!”

“See previous comment regarding shelters. Seating is needed.”

“Shelters must be weatherproof.”

“Take down the so called shelters along the front which are used as climbing frames.”

“Undecided on new shelters/structures - as better beach toilets, changing facilities and beach showers must be the priority here (with beach lockers).”

“We need more shelters.”

Proposed new Foreshore Station.

“A foreshore station would be a good focal point for visitors.”

“A little concerned about losing coastguard tower rather than making more of it, why not allow people up it to use telescopic equipment?”

“A new prominent foreshore station could provide seaside education like the Look and Sea centre has tried but failed to do.”

“Can the old coastguard tower be demolished or renovated. It is an eyesore!”

“Don’t know what a foreshore station is?”

“Haven’t seen foreshore station.”

“Integrate life guards with foreshore station (2 x life guard stations needed). What use will the coastguard building have?”

“Unclear how the foreshore station will be improved. At the moment it works well because it is open and accessible to the public on the seafront, although it is a little small. The Bognor Foreshore station is a much more 'closed' design and my experience with both tells me that Littlehampton’s design is more accessible/open to drop ins by the public. Perhaps some funding could be found in a tourism budget as the foreshore often acts as an information provider to the public.”

“Would the current foreshore station really need replacing? Or would it need to, so that it blends in with the new structures or maybe it needs to be moved slightly to put it in a better location for its needs.”

“Would want to keep the original buildings, understand that these would be move back though?”

Planting to screen existing less attractive buildings.

“Also have to be careful with planting, as you could screen attractive buildings in error and actually diminish the sense of arrival you are looking to create for families. Also, as seen with East Beach Cafe, the definition of an attractive building is somewhat subjective.”

“Although can’t we just knock down Harbour Park and start again?!?”

“Consideration should be given to the need to retain any 'less attractive' buildings which are no longer in use (is the building adjacent to South Terrace closed public toilets)?”

“Harbour Park Amusements is highly likely to benefit from the increased visitors to the Green following the instigation of these proposals. If not already done, they should be encouraged to improve the appearance of their buildings too.”

“Harbour Park is fairly ugly! If this is to remain it should be camouflaged.”

“I’m not sure why the idea of planting to screen unattractive service buildings has to wait for the bigger plan.”

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

“Remove less attractive buildings.”

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

“The ugly rusty cafe definitely needs screening.”
Other

“Again there is not enough information here to enable me to comment about buildings. In general the Council only seems promote cafes as a way to improve areas. There are many other facilities that could be added to improve both local and visitor experience.”

“I really like the new ideas and possible uses on sunny days.”

“Agree but it seems a shame that the longest bench is still not being kept. People have paid to remember lost ones and it is a sort of shrine. Could this not somehow be left or modified?”

“More bins during tourist season so that the area stays more manageable.”

“All amazing ideas and would make the beach a lot more memorable and enjoyable.”

“Not enough detail in these areas to decide if good or not.”

“All very good ideas and well designed.”

“The seafront does not need more of the same (coffee shops, fish and chips, ice cream and beach retail) - these are more than catered for already. Waste of money.”

“Encourage fairground to modernise and update structures. Important to keep existing theatre which is used by many local groups and is an invaluable asset to the community.”

“What will happen to the land train running along the promenade when moving/improving concession stands and the coastguard's tower?”

“I haven't seen any mention yet of our Long Bench - I think this is a great and fun asset to the seafront and presume this will be retained.”

“Why not rebuild the toilet block where it is? Better use of funds.”

Q16 Views on the following concept for the ‘Social Hub’ [Base: 79 respondents]

Figure 8 – (Q16) most frequently mentioned words

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

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

“Any sporting activity must be supervised by a responsible person.”

“How to maintain social hubs from litter, misuse and repairs?”

“Fence off the boules as it will be a doggy toilet.”

“I am worried the social spaces will rapidly become a mess.”

“Gets in the way of the train on the prom. More shops/cafes spoil the walk.”

“I like the idea of making the seaside kiosks more appealing but think the ides of a splash pad and sand play not needed. Unless maintained to a high standard these areas will look tried and dated and unappealing very quickly.”
“I think it is unlikely anyone would use a boules space. The cost of maintenance for the sand area needs to be considered as it needs to be kept clean and safe for children.”

“I think the amusement area should stay separated as it is, thus leaving ‘natural’ uncommercial areas distinct and separate.”

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

“Is expenditure on a splash pad and sand play area justified adjacent to a Blue Flag beach?”

“Like the idea of the social spaces with the concession building moved back.”

“Love the idea of a splash pad.”

“Loving the new seafront area with splash pool etc.”

“Noise and disturbance for locals.”

“Not sure the proposed games area would work. Would possibly need a lot of maintenance and forms too much of a barrier between the beach and the concession area. Might be better if the positions were reversed.”

“Not sure what the ‘social spaces’ will add and new structure located further back from the beach does not make much sense as most other successful concessions on seafronts need to be right next to the beach. Splash pads are hard to maintain and if not done so correctly can lead to unhealthy consequences. These social spaces could end up as litter traps and as night time gathering spaces for teens that will make them look awful in no time.”

“One thing I’d say about the proposed games area cut into the natural topography, the seafront is naturally a windy location and table tennis is not practical. Better off with more boules space or other games/playground.”

“Practical problems with the placement and ‘pit’ design. Wind/sand/near to sea. Nice ideas that practically have problems. Social spaces in the wrong place - gather litter and sand, and anti-social behaviour.”

“Re. Social spaces and concession building: Have the questions of cost and maintenance costs been considered - can we afford them?”

“Sand pit will become a dog’s toilet! Splash pad, boules, games area are excellent ideas.”

“Social and sports areas need to be balanced with areas where people can quietly relax too.”

“Social hubs in wrong place. Should be behind concession kiosks if needed at all. Design worry about servicing kiosks with delivery trucks - children running and lorries do not mix.”

“Social spaces a good idea but will upkeep be problematic and will they fall into disrepair?”

“Social spaces could: (a) fill with blown sand. (b) be a focus for anti-social behaviour (drugs, alcohol, public sex).”

“Social spaces will probably experience misuse, vandalism, damage, leading them to become eyesores!”

“Social spaces would just be for tourism in the summer. In the winter they would get damaged by weather and sand and require extra upkeep or end up like the Oyster Pond, filled with rubbish and in need of repair.”

“Splash pad or some sort of ground level sprays would be wonderful for children to run amongst.”

“Splash pad would be fun when not windy. Something to replace the Oyster Pond (swimming pool as suggested earlier) would work when windy.”

“Splash/sand etc looks great idea but I’d be worried older children would wreck them.”

“The elements may make the games area used far less than the designers anticipate, they may be better behind the kiosk so that they can shelter them from the elements and may get more use. The kiosks could then serve both forward to beach and back to games area, this may extend their season?”

“The splash pool or maybe paddling pool, yes. But the other sports facilities seem too much for this area. Maybe tie in with the playground area further along?”

“These are all excellent ideas. Of course we have a lovely beach when the tide is low so these proposals play well into their use at high tide. I had thought a splash park adjoining the new swimming pool would work but its location here is better. Activities here should draw visitors and gain income for the town through letting or managing the concessions. Too many coaches
simply arrive and disgorge people who bring their own food, barbecues, sound systems and entertainment. They offer no income to the town. Any coach parking fees are more than swallowed by the costs of the subsequent clear ups. So the new proposals have to offer excitement and areas which will produce income.”

“Very good proposals. Please add a mini adventure playground and a suitable surface for social folk dancing.”

“New concession building: what is meant by this? What concessions? Extension of Smarts/Harbour Park empire or more varied?”

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

“Oh new toilets! Good! I am unsure about the idea of raising the concessions on a plinth, this will lead to accidents especially when the beach is crowded. Unfortunately lovely smooth designs and clean lines also mean unclear edges to steps and gradients etc, as we have evidence of with the riverside walkway where there have been several serious accidents and many minor ones. The toilets and cafes are where large groups of people gather so more likely to be trips and spills as they are easily distracted there. Need a decent sitting/waiting area nearby, people currently use the wall and the nearly seat of the shelter while they wait for people to shower/come out of the loo.”

“Public toilets essential! Do not remove.”

“Question the need for a new concession building.”

“Where will the toilets be located?”

“Can’t toilets and beach showers be together? I think the traditional stalls on the front are more fun than an American style “concession building”, yecch!”

“Cost and upkeep of meaningful showers make this proposal very dubious.”
“Don’t think the demand will warrant the expense of beach showers.”

“Shower facilities a good idea, but just need to be open not in a building as just need to wash sand off.”

“Shower facilities are in principle a good idea but the fear is vandalism.”

“Showers are much needed.”

“Showers will need costly maintenance so I think one shower would be enough.

“Showers, unless cleaned and maintained constantly (not just periodically) will be a likely source of complaint due to the raised expectation of always being able to access a clean and fully working facility. Would such a facility be a focus point for predators/CSE?”

Stronger connections with Harbour Park and the promenade

“A lot about Harbour Park is a let-down, such as how hard it is to get tokens for stuff and the high cost of drawing out money. People would spend more with free arms and more options to pay by card.”

“Encourage Harbour Park contribute to the improvements by improving their offer and contributing to the cost of improvements in some way (e.g. they could sponsor litter bins).”

“Harbour Park is big and bold enough not to need any more connections - you can’t miss it. Finger point signs would be quite adequate.”

“Harbour Park is different and completely separate. This should be a more natural landscaped area. Harbour Park is always easily accessible for both sea paths and road!!!”

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

“I think there is already a strong connection between Harbour Park and the promenade, but if further enhancement will lead to more corporate funding then fair enough!”

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

“Stronger connections with Harbour Park and the promenade are not needed as it’s obvious that the beach is round the corner.”

“Tidy up the exterior of Harbour Park.”

“Whilst the sea front area should be an area of social activity, Harbour Park should make a material financial contribution to the scheme if it is to be expressly incorporated into the redevelopment for its commercial advantage. The public should not fund enhancements of a commercial operator unilaterally.”

Location for new shelter structure.

“A shelter is needed, given the weather, for day trippers.”

“Again, proper weather shelters.”

“Again, re shelters - seating is needed.”

“Disagree with shelter structure because of location.”

“I like the idea raised at the Town Council about the new shelter being see-through.”

“New shelter should be toilets, showers and changing facility.”

“Noise and shelters will be used by the homeless.”

“Re. new shelter: As previous, will it/they do the job of the original shelters that we had, which could be used in inclement weather as well as warm sunshiny days?”

“Shelter adjacent to the lighthouse needed.”

“Shelter structures need to provide actual shelter unlike the recent waste of spaces that have been added! Wind tunnels not shelters!”

“Shelters by the river!”

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

“The shelter structure needs to be more open than the one shown to allow parents to keep an
eye on children using the splash pad, sand pit, etc."

“There needs to be plenty of shelters for cover in case of inclement weather.”

“We really need more than one new shelter.”

“What does the new shelter facility mean? Just a shelter on the Promenade or near it? Is it to protect people from the elements? The Council could contact Studio Weave and at low extra cost renovate the existing shelters to give more protection from the weather.”

Other

“All sounds great.”

“All weather running/cycle track.”

“Anti-social behaviour.”

“Brilliant in theory but no doubt will get wrecked.”

“Facilities must be practical, attractive, and maintained. A lot of proposals historically have focussed on low end budget suggestions. Need to promote to higher social classes frankly.”

“Fulham Park/Green on the river should be visited to see how lovely and used by families it is since being redesigned recently. Beach houses need to be locked after hours. Many motorhomes camp along Pier Road overnight and use amenities instead of a trailer park. Not good.”

“Have to go in Smarts for shelter, not good.”

“How about drinking water pumps? In Spain they encourage people to drink more water by providing water pumps (free water) along the beaches and promenades.”

“Licensed busking area, possibly by lighthouse/pier.”

“Littlehampton’s open spaces and Greens are a unique feature of the area. Neighbouring seaside locations do not have their unique feature.”

“Looks good fun.”

“Need more opportunities on the seafront as Smarts dominate what goes on and control how many events take place. There aren’t any places to capture the sea views and have a meal apart from East Beach Cafe. More healthy competition needed.”

“The pebble seats are doggy toilets - great for toddlers to clamber over and visitors to sit on! - also no backs for a comfortable rest!”

“There is currently a lot of wasted space in this area, and too much is dedicated to the privately leased Harvester set-up, parts of which are under- or un-used. This could/should be an opportunity to think about reconfiguring/extending the Windmill ‘complex’ to include a multi-use space suitable for conferences, meetings, small concerts, etc which a town of this nature should have.”
Q18 Views on the following concept for the 'Grand Procession' [Base: 77 respondents]

Figure 9 – (Q18) most frequently mentioned words

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

“Agree with planting, seating etc. and maybe stepping stones, but suggest the musical ideas (except wind chimes) would be counter productive. Not a good idea.”

“An outside gym good, but other items: chimes, tubes etc need maintaining and frequently get broken by vandals!”

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

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

“Boom chimes, drums etc...what about noise for local residents?”

“Concerned about excessive noise for residents in Beach Road.” (x 2)

“Don’t know how it works in Beach Road.”

“Earlier I answered it was important to keep the existing green spaces, so I think overcrowding it with seating and more informal play features is not needed, like the exercise machines and running path.”

“I cannot visualise this concept of a 'Grand Procession'.”

“I do agree with linking car parking to the seafront via an improved route - I just don’t understand the point of a grand procession being extended on this particular route back towards the town centre / war memorial.”

“I don’t think the 'grand procession' vision is explained very well here. It’s not clear where you are talking about. Earlier linking to the War memorial is mentioned, but here you’re talking about linking Harbour Park and the Oyster pond to the greens? Would be good to see the whole route as a concept.”

“I hope that the chimes, boom tubes and drums should not be too frequent and should not be allowed to continue after 9 p.m. at the latest, to avoid disturbing local residents.”

“I worry that residents could be disturbed when the wind plays the musical chimes, boom tubes and drums.”

“Imaginative, relatively cheap features (e.g. stepping stones, musical chimes etc) would enhance the visitor experience, extending the variety of their stay and therefore hopefully remaining longer, thus contributing to the local economy.”

“Informal play features would just be for tourism in the summer. In the winter they would get damaged by weather and sand and require extra upkeep or end up like the Oyster Pond, filled with rubbish and in need of repair.”

“Interventions could be good but need better consideration as to what to put there. Boom tubes not a good idea. See previous comments regarding coach drop off points.”

“Like the idea of play features but will the noise of boom tubes and drums affect South Terrace residents?”

“Like the stone or pebble seats - more of these please.”

“Musical chimes drums etc would be open to abuse.”

“Musical chimes/boom tubes and drums could cause a disturbance.”

“No strange noises on the seafront. People enjoy the peace.”
“No to anything that interferes with other peoples’ enjoyment i.e. unnecessary noise.”

“Noise and disturbance.”

“Noise from permanently sited drums is not acceptable.”

“Not happy with things that make a noise such as wind chimes, drums etc. These will disturb residents - some noises carry a long way.”

“Not keen on musical chimes, boom tubes, or drums.”

“Not sure this is needed and if installed could well be open to vandalism.”

“Ok with nearly all of this however a sad statement to have to make that we must make things resilient to vandalism and a little concerned about smaller things such as chimes and drums. I do like the idea however.”

“Residents’ amenity and noise levels must be considered. Boom tubes and drums??”

“Residents might not enjoy the chimes and drums.”

“Too much “busyness”. Children too distracted en route ever to reach the beach! What are boom tubes?”

“Whilst musical chimes and drums are a good idea during the day, unless they are locked away they will be used during the evenings (after dark) when young people gather along the front and will become a nuisance for residents.”

Car parking interspersed with planting

“Ample car parking is important. Visitors will not visit is they are unable to park their cars!”

“Attractive well maintained plants that are wind and salt resistant, yes.”

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

“Car use of the green should be cut down as original covenants forbade this except on special occasions e.g. bonfire night.”

“I think bushes/shrubs will take up much needed parking space and need upkeep. Better to spend cash on floral borders elsewhere.”

“Important not to enclose the car parking too much with landscape as can lead to secluded areas that can be security problem.”

“Looks good on paper but will be a cold manicured area.”

“Make more parking, it’s a nightmare in summer.”

“Make most of car parks.”

“Make the most of the car park.”

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

“Maximise car parking, use distinctive planting to disguise car parking. Let’s not pretend, car use is only going to increase, even with electric/driver less cars (charging points could be installed). We should take advantage of this to increase our local economy by increasing visitor numbers. Areas could be closed off for quieter winter months.”

“Maximise car parking” (x 4)

“Planted car parking can be very high maintenance after gales and rain or drought.”

“Please keep car park charges to a reasonable amount.”

“The car parking looks like a major improvement on the existing one, but will the parking charges be increased to pay for it?”

“The more planting, the less parking.”

Western coach drop off point

“Add the coach parking behind this point. With the overflow car park being turned in to formal parking this would keep all the traffic in a contained area.”
“As before, coaches need seafront parking space to ensure popularity with London day trippers in the summer”

“Banjo Road is better for coaches.”

“Coach drop off not necessary, use the leisure pool car park.”

“Coach drop-off designs are dangerous. No details on alternative parking for coaches shows the misunderstanding of the coach trade and its application.”

“Coach drop-off points a good idea.”

“Coach park needs to be at Banjo Road.”

“Coach park out of area with a shuttle park and ride.”

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

“Coaches park as is.”

“Coaches should be able to park near the greens. Many faith groups that visit own their transport and use it as a hub to service themselves through the day. Losing an asset valued by visitors completely is not regeneration, it is quite the opposite.”

“Do not see advantage to visitors to our town of coaches dropping off and moving away - this will jam the roads with coaches in the summer and take away our uniqueness of having a coach not far away for visitors (particularly older visitors).”

“Do we have to have two coach drop off points?”

“Drop off idea - create traffic jam when coaches arrive at the same time on to public roadway. And why send coaches away?”

“Drop off not always convenient for coach parties. What happens when there are 5 or 6 at the same time?”

“Drop off of coaches where?”

“Drop off point not good, there is already too much here.”

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

“I have already made points about western coach drop off point being a bad idea as a replacement for Banjo Road coach park. It would be OK as an extra.”

“Let coaches park, where would they park? Do you not want them?”

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

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

“Parking for coaches and minibuses needs to be close to the beach. Hence no need for drop off point.”

“Suggest that coaches have a drop off point near to services and then park away from the area at designated coach parks.”

“The full impact of coach movements and ultimate parking destinations must be considered.”

“Western coach drop off is totally impractical as coaches would be required to come through Rustington (the buses only just make it through) using the Fitzalan link road which would take coaches directly to the beach removing them from the town and other bottlenecks.”

“Western coach drop off point - only as an addition to Banjo Road - see earlier comment re. coaches.”

“Western coach drop-off could get congested. Queuing coaches etc?”

“Where are coaches going to park?”

“Where do coaches park? - no mention.”

“Where will the coaches park? The proposed coach drop off point only has two lanes, what are arriving coaches supposed to do if those lanes are full with loading/disembarking coaches? How long does it take to load/disembark a coach full of children or elderly people? Don't think this has been thought through.”

“Where would coaches park?”
Other

“All planting especially with the pond should be attractive and wildlife friendly.”

“As already mentioned, (Banjo Road) dedicated motor home parking.”

“Do not take more of the green for car parking or put hard parking on the Windmill overflow area.”

“Free parking.”

“Make Banjo Road coaches only.”

“More parking for residents only.”

“We are a limestone area. The result is that chalk is used to daub and deface the current metal structures on the front. What about providing an art area? Maybe metal sheets or something on which kids and adults can express themselves and obviously something which is easy to clean? The Graffitti area or Banksy’s workshop? We are going to suffer so let’s adopt and encourage in designated areas? The actual promenade is fine but dull. It does have a train which runs along it – essential to link to the proposed enhanced action area. What about incorporating some of the older street games into its design? Hopscotch? Noughts and Crosses? A wicket for beach cricket? A skipping post/area? A scooter/skateboard/inline skate slalom?”

“We specially like the planting and seating ideas.”

“Would be good to have a ‘building’ which houses displays like in the Look and Sea upstairs. But it would be more accessible to have a ground floor museum and nature room, an indoor quiet place with posters and artefacts along the promenade. A curved building in glass?”

Q20 Views on the following concept for the ‘Performance Space’ [Base: 80 respondents]

Figure 10 – (Q20) most frequently mentioned words

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

“Again this area should have attractive native planting that is good for wildlife as well as people. More evergreen shrubs would be good all the way along to encourage all season visitors not just 6 weeks of the year. Nice all year planting encourages wildlife and people will see the colours berries/winter flowers etc and come out of season. The planting is more important when people are not on the beach, but walking and looking. Not school holidays.”

“As many as possible trees and evergreen shrubs should be planted.”

“Banjo Road gardens provided that before Stage by the Sea. Too much planting/division would probably be overtaken by drop-outs.”

“Good idea as long as the plants do not obscure people's view of Stage by the Sea as the main performance space. More seating would probably be needed to make it function as a dedicated performance space and attract performers.”

“Grass rather than concrete.”

“I am concerned about the security of the seating and performance space, this would probably need security or policing to prevent monopolising by undesirable visitors?”

“I think the current shell shaped amphitheatre looks a bit small and offers insufficient relief from wind and rain.”

“If this is a performance space, how are people supposed to see the performance if the seating has high level planting behind it?”

“Keep as is.”

“Like the seating but a smaller footprint would be better.”
“Make sure seats are actually comfortable for sitting on. Sun-lounge-shaped seats are unnecessary.”

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

“Older people do need proper back support on seating, having just foliage would not give this support. I find it difficult to find some to sit on the seafront due the lack of back supported seating.”

“Plant near seats is likely to be spoilt as people push through.”

“Seating needs to be comfortable not like the 'longest bench' which is very uncomfortable.”

“Seats that skate boarders will not use to skate on, like they do at the Marina.”

“Spread the loungers out more, put extra towards the back and move design up a little, to enjoy the sun.”

“Stage area would look a lot better with seating area for viewing etc. Looks a bit unfinished without it I think.”

“The performance area must be flexible enough to accommodate large crowds (re screen on the green). You don't want it limited by greenery etc.”

“The seating is a good idea. Currently have to sit on the grass which, when damp, isn't practical!”

“The seats need to be comfortable as some of the slatted seats along the seafront are not designed for long periods of sitting and relaxing.”

“The very informal seating green for the performance shell is quite nice as is. Perhaps a more terraced effect would be better? Not convinced by the hard landscaping and loungers shown on the board.”

“Won't the combination of benches and planting result in poor sight lines and acoustic absorption reducing the 'throw' and clarity of sound?”

“Yes as long as it does not become Blackpool! How do plants become the back of seats? Provide plenty of seating for events not just the few in the illustration.”

Formalised spectator space in garden setting

“A performance space is a nice idea. Why does it have to be so big? The stage is not going to increase in size by the looks of this. How often will weather, or noise for residents with amplified sound allow performances to be held? The performance space is a nice idea but this is perhaps overkill.”

“Excessive mis-use and organisation of the green is not welcome in this free open space for public use.”

“Far too much space wasted in providing seating for a space which has never and will never be used for anything other than drunks, skateboarders.”

“Garden setting, absolutely!”

“Is there any way that the "acoustic shells" can be better integrated and made more functional?”

“Noise and spoiling a natural space.”

“Noise worry from performances.”

“Not sure what the questions really mean. Comfy bench seats integrated into beautiful gardens sounds great. Is a "formalized spectator space" a traditional bandstand? If so that sounds like fun. Everyone still seems to enjoy a bandstand!”

“Principle is OK but the performance area is hardly ever used and is very noisy with amplified music when it is.”

“This is not wanted or needed on the seafront. The area now is free and can be used for any activity, why define the activities?”

“Will the usage justify the expense?”
Maximise potential for enjoying and celebrating performance

“A central feature of the Victorian sights illustrated on Board 4b was a bandstand to provide outdoor musical entertainment. This performance was in an area where people congregated/passed continually. Other coastal towns (eg Eastbourne, Bognor Regis, Worthing) retain one or more bandstands/performance areas in each town, with programmes of activities (in Eastbourne attracting regular paying audiences) throughout the summer season. The wide area at the corner of the promenade and the river walkway has been used successfully as a band performance space and had some limited seating. However, lack of any structure providing shelter and acoustic barriers to reflect sounds back towards the performers and the audience make all performances there problematic and vulnerable to weather. The 'Stage by the Sea' is far away from the social hub and is an ineffective bandstand replacement. Whilst award-winning, it is grossly under-utilised because it does not have adequate functionality/flexibility/facility. Stage by the Sea needs material enhancement to make it appealing to artists and audiences alike for events. For example, the town's own local choirs/bands (e.g. Edwin James choir & orchestra, Littlehampton Concert Band) are far larger than its capacity and cannot, therefore, use the present facility to incorporate outdoor performances into their programmes. Capacity: performance areas could be widened and tiered staging incorporated allowing 50+ performers/instruments. Acoustic adaptation so larger performer groups can hear themselves/audiences can hear all performers (bandstand structures are designed such to expressly overcome outdoor performance limitations), eg incorporate wings/sails to existing Stage by the Sea. Sheltered and sufficient audience capacity (eg amphitheatre style) would help contain and focus performance. Lighting and power could enable performances after dark and enhance the ambiance of the performance venue to attract evening performances. Accessible to deliver heavy equipment/instruments by performers. Auditorium design needs to reflect the type of performance the stage is intended for: intimate groups or larger audiences?"  

“Amphitheatre, auditorium needed by stage.”  

“Are more needed?”  

“Current performance area has no electric power so some performances need generators. Access to electricity is needed for performances.”

“Current ‘performance space’, the acoustic shell is not fit for use by the wider public and groups. If any performance space is provided please consider use for a multitude of groups and different sized groups.”

“I feel the current area for entertainment, ‘the stage by the sea’ is too small. Singing in the open air is not like singing anywhere else as the sound is lost amongst the hum of other activities going on. The community choir numbers some 70+ singers and couldn’t hope to fit in the curve that is provided - never mind musicians! I do think this could be addressed at the same time as all of the other changes planned.”

“I like the idea of the performance area but would question the size of seating area required.”

“I very much doubt any changes to this area will persuade performers to use the stage.”

“Littlehampton doesn’t have performances, it’s not Chichester or Oxford where these things happen regularly. Littlehampton is known for its beaches, not the arts. Instead of wasting money on structures that would be used once every year, it should be spent on better things.”

“Need more opportunities, seafront is empty.”

“Performance space of Stage By Sea has been seriously underused. It could be more successful with seating but I am not sure, it does not seem to be used for some reason. Perhaps it should be the other way round so people could watch from the beach/prom....too late now, but this is more like what happens in Brighton for example.”

“Scope for enabling small scale drama performances is much welcomed.”

“Seating area is too big for what the shell is.”

“Seating area too large for the stage’s size. Don’t lose coach park for seats, but some seating a good idea.”

“Seating only needed if public performances increase.”

“Spectator space does not need to be large on stage by the sea, as we are not exactly asking for rock concerts etc due to excessive noise this would cause.”

“Spectator space maybe too big?”
“Sufficient seating required e.g. 300+.”

“The Stage by the Sea diary on the LTC website currently shows one performance - on 14/10/16! The ADC website ‘What’s On’ page shows no events here to 31/12/17. How can expenditure on a ‘Performance Space’ be justified? Money would be better spent improving the facilities at the Windmill Theatre which can be used all year.”

“The stage isn’t that big for the seats.”

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

“Why have so many seats in place of the coach park?”

“Why is the seating area so big?” (x 2)

“With regard to the performance space, I feel it needs to be enlarged and also have a power supply so that bands with electric instruments can use it without having to worry about bringing their own generators. Also, for evening entertainment, some lighting would be beneficial.”

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

“Yes, all needed but so is decent content for the sound stage. At present this is a white elephant. The handful of acts that have assaulted ear drums over the last two years have been simply dreadful (apart from the children's steel drum band).”

Provision for new concessions

“Any new concessions should be in tune with the area and not overwhelming it or make it look ‘tacky’.”

“Buildings need to fit into the environment and not be an eyesore.”

“Didn’t understand the word 'concessions' until it was explained to me!”

“Do we need more cafes? Doing more of the same surely cannot be regeneration. Using public money to subsidise another fish and chip or cafe concession cannot be right. Are the existing rent and rate payers going to get a reduction?”

“Do we need more concessions?”

“I don’t think there is any need for more concessions along the seafront. I love Littlehampton seafront for the fact it doesn’t have masses of commercial units. It has the East Beach cafe, Ice Cream Kiosk Harvester and Harbour Park all to choose from already and within an easy walk of each other. Keep the seafront clean and open.”

“I hope it doesn’t mean just more food and drink places.”

“If new concessions are intended to encourage people to that area it might work, but may not increase use of the stage by sea. Hope you have been to visit Reigate Priory, (Reigate and Banstead BC) this was a very successful revamp of an old play/paddling pool area where an artistically designed cafe was added.”

“Mustn’t concession out the place.”

“New concessions are a good idea.”

“New concessions must be discrete and not dominate!”

“New concessions needed all along the seafront not just on one place. Also need to open into evening with opportunity to just sit and have a drink and look at sea. Sporting concessions like kite flying would be good.”

“New concessions so long as needed?”

“New, additional concessions and facilities are needed.”

“No more cheap outlets.”

“No need for more buildings, keep open space with coach and car parking.”

“No need for more concessions, no increase in capacity.”

“No provision for new concession as capacity the same.”

“The last two items will require careful monitoring to ensure their suitability.”

“There is no need for another building or concession here as existing well-loved businesses currently offer more than enough amenities for a town our size. Would hate to lose parking facilities on Banjo Road.”
“Unsure if any new concessions are necessary.”

“We don’t need any concessions anywhere, they are ugly and there are enough shops nearby.”

“What kind of new concessions? Too much commercialisation will spoil the character of the seafront, especially for families who may have little money to spare. It is vitally important not to exclude such families or to make the holiday less enjoyable for them.”

“What new concessions are proposed? It is vital the Council discuss with existing businesses what they should be. Business on the Seafront and Pier Road is difficult and very seasonal. Witness the fact when they come up for sale they take a very long time to sell. Let’s be involved in this process please. I am not against progress and innovation of the right kind.”

“Will the public have an input into which the new concessions are? I believe that any casino/night club would be detrimental to the environment being created by previous display boards.”

“Will this include a deck chair concession?”

“Yes more quality concessions as nowhere for visitors to go.”

Other

“Agree with all SUBJECT to satisfactory resolution of coach parking issue.”

“All could still be achieved with the banjo shape of Banjo Road being kept and worked into the design.”

“As mentioned before, Banjo Road is used for Greenpower goblin car races.”

“Can you find a space for a new sailing club - meaning a simple clubhouse (storage of kit, no bar NB)? This is a much better location than the AYC because that is out of the way, takes time to get to, and cannot be used easily by small boats that struggle to get out to sea down the river.”

“Have you given enough thought to the bonfire weekend? Where will trucks park and concessions be situated?”

“No need to lose coach or car parking in this area.”

“Promenade seating needs improving.”

“The best performance space Littlehampton has is the Windmill Theatre. Spend money improving this, especially backstage, then Littlehampton may attract some well-known artistes.”

“The hammock garden may encourage undesirables to overnight here.”

Q22 Views on the following concept for the 'Coastal Gardens' [Base: 45 respondents]

Figure 11 – (Q22) most frequently mentioned words

Sheltered terraced seating facing the greens

“Don’t like the idea of too much seating for the green, particularly tiered seating.”

“Ensure landscaping allows for wildlife/birds. Not easily pulled up.”

“Good to have shelter from wind but also need some shelter from rain.”

“Great use of landscape to create windbreaks.”
“I think more people would prefer to face the sea than the lawns.”

“The sea view is more important than a view of the greens.”

“Not very keen on shelters facing away from the sea, how about a happy medium shelter providing a windbreak but with a glass back?”

“I strongly hope our Long Bench will be incorporated into these plans.”

“The sea view is more important than a view of the greens.”

Lounging lawns facing out to sea

“A long well designed canopy shelter right along the promenade from East Beach cafe to the concession area with the canopy sloping south to accommodate banks of solar panels to help towards illuminations along the front.”

“I hope that ‘the longest bench’ and shelters on the promenade will be retained.”

“I strongly hope our Long Bench will be incorporated into these plans.”

“I like the designs but I’m not sure how the existing long bench would be catered for.”

“Not very keen on shelters facing away from the sea, how about a happy medium shelter providing a windbreak but with a glass back?”

“The sea view is more important than a view of the greens.”

Meandering, slow paced paths through gardens

“All drops should have rails for those who need them and to avoid the visually impaired walking off the side. This is a major problem along the river development which is an accident waiting to happen.”

“Although I agree in principle, again my concern is that this will be trampled over if not protected suitably.”

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

“As long as the area of open green is not diminished. The green is the town’s biggest asset. Several cricket matches can go on at once with participants feeling cramped. Don’t cramp the area open to all types of use.”

“I’m opposed to any further concreting of the green.”

“I don’t think the gardens are the right concept for a family orientated seaside resort. Attractive planting in and around parking and concession areas yes but new gardens I think isn’t right for here. We have Mewsbrook Park and Norfolk Gardens to focus on for that. Not sure that there is the budget to look after them either.”

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

“I strongly hope our Long Bench will be incorporated into these plans.”

“No extra footpaths needed.”

“We love the paths of discovery, perhaps a sculpture trail could help the discovery aspect?”

Sloping lounging lawns facing the greens

“If possible it would be good if the sloping greens had a sea view.”

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

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

“Slopes already exist, this is not new.”

“Sloping greens need to face south into the sun.”

“I don’t think the gardens are the right concept for a family orientated seaside resort. Attractive planting in and around parking and concession areas yes but new gardens I think isn’t right for here. We have Mewsbrook Park and Norfolk Gardens to focus on for that. Not sure that there is the budget to look after them either.”

“Slopes already exist, this is not new.”

“Sloping greens need to face south into the sun.”
“There are already ‘lounging lawns’ either side of Banjo Road and elsewhere. We do not want bits and pieces everywhere.”

Other

“A beach cycle one scooter path would be a huge plus.”

“A tad too contrived.”

“Brilliant ideas. Please build ASAP.”

“Could the council afford the ongoing year after year maintenance?”

“Don’t touch any of it, leave it be. Do not formalise this informal open space. It is not a London park.”

“Great, but will they be looked after, especially after stormy weather?”

“I believe Arun DC made Littlehampton Town Council install 80k worth of drainage to the Stage by the Sea in case of flooding when I cannot imagine anyone would be there during a flood? Hence the Stage is much smaller than was proposed and does not seem to be a popular addition to the Promenade. I believe its white colour is somewhat stark and off-putting - a warmer sand colour might make it more inviting? Just a thought?”

“It would create a much more interesting green space than just flat greens. Skateboarders will be very happy indeed with the new seats!”

“Landscaping on the edge of the promenade will block the views out to sea from the green and South Terrace.”

“More suitable access between the greens and the seafront is definitely needed and appealing seating to enjoy both areas as the current planting is a barrier, though on the flip side also a wind break? Not sure about the wide planting beds. They eat into the green space. Are the plants going to be varied and interesting enough to provide ‘discovery’?”

“Not really necessary!”

“Not so sure about any of these in view of the windy nature for the major part of the year and the dampness of the grass. There will definitely need to be adequate wind breaks along the prom! Have lived here for nearly 80 years and have seen all weathers!”

“OK but not to intrude on the openness of the green.”

“People come for the sea and river.”

“The existing ‘long bench’ is not used a lot as it is too exposed to wind, cold, heat, etc. Hence a softened and slightly protected seating area may be more utilised.”

“The upkeep and ongoing maintenance and cctv must all be highlighted.”

“These proposed changes will make the seafront a relaxing interesting environment.”

“Will any of this affect the bonfire event, which attracts thousands of people to the town?”

“Will have to cope with wind-blown sand.”
Q24 Views on the following concept for the 'Active Hub' [Base: 84 respondents]

Figure 12 – (Q24) most frequently mentioned words

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

“A decent skate park for some of the older teenagers. How about a skating rink, converting to an ice rink in winter?”

“All areas such as basketball etc should not restrict the bonfire society using the area in the future. It does feel like the bonfire has not had sufficient input or recognition and feels to me like a long term plan to push them out.”

“As stated previously the 5-a-side pitches are not suitable.”

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

“Being a basketball coach, we have no dedicated basketball courts in the area, the only courts we have are multi use, with football goals in the lower section, these are constantly used for football, and it’s difficult for children and adults to get a use out of the current ones for basketball.”

“Creating a stronger link into adjacent Mewsbrook Park is important here. Unsure about which sports activities would be used most - how do we know?”

“Do not overpopulate the green with specialised facilities.”

“Existing courts at Norfolk Gardens and particularly Maltravers Gardens appear underutilised. Why is there a need for more? Fences around the courts will give an unattractive first impression to visitors approaching from the east.”

“With regard to basketball/football etc, I am not convinced we need this as these types of activities can be done either on the green or maybe on other areas around the town.”

Informal seating (pebble seats) scattered around active areas

“Some seats should also provide backrests for older people who need more support.”

Expansion of children’s play offer

“A nautical themed adventure playground + please consider the larger climbing ‘space nets’ as teenagers can often be seen climbing up them!”

“An overload of play equipment will make it look too busy and commercialised.”

“As long as the bonfire site is not compromised.”

“Children seem very happy with present playground.”

“Children’s play area is big enough, just needs new equipment.”

“Children’s play offer is large enough as it is, either keep the green space available or increase car parking provision.”

“Size not important in play area. Quality and maintenance of equipment. New equipment a better solution.”
<table>
<thead>
<tr>
<th>Fitness trail</th>
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</thead>
<tbody>
<tr>
<td>“Adult outdoor gym in one place.”</td>
</tr>
<tr>
<td>“Can outside gym type equipment be included on the fitness trail?”</td>
</tr>
<tr>
<td>“Fitness trails seemed to be the big thing 20 years ago - do they ever get used though?”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Eastern coach drop off point</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Bend too sharp for coach drop off, not safe for kids around the play area.”</td>
</tr>
<tr>
<td>“Coach drop off not necessary, use the leisure pool car park.”</td>
</tr>
<tr>
<td>“Coaches should continue to use Banjo Road (exclusively).”</td>
</tr>
<tr>
<td>“Coaches should stay on Banjo Road to satisfy the local area’s visitors (especially older visitors).”</td>
</tr>
<tr>
<td>“Don’t like idea of coach drop off, parking on beachside is a proven formula.”</td>
</tr>
<tr>
<td>“Don’t want just a drop off area or coaches will park in local roads.”</td>
</tr>
<tr>
<td>“Drop off point for coaches on sharp bend = dangerous to children/elderly.”</td>
</tr>
<tr>
<td>“Eastern car park is already fully used. Banjo Road is much better.”</td>
</tr>
<tr>
<td>“Eastern coach drop off will hinder residents.”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location for new shelter structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Again please make the shelter fit for purpose, wind and rain proof with sea views!”</td>
</tr>
<tr>
<td>“New shelter should be alongside cafe on east side.”</td>
</tr>
<tr>
<td>“Shelters must provide genuine shelter, not artistic structures.”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Again do not use up more of the green.”</td>
</tr>
<tr>
<td>“Again, is there space somewhere for a sailing club? We wouldn’t need too much area.”</td>
</tr>
<tr>
<td>“Better links to Norfolk Gardens and better signage for Mewsbrook Park and leisure centre. Planting to go along past beach huts up to Mewsbrook Park. Welcome signs along seafront at Rustington border with lighting continued right along seafront. Love the fitness trail and want to have coastal gardens like there used to be before the sunken gardens were removed.”</td>
</tr>
<tr>
<td>“Can’t do a lot in this area as the bonfire site dominates the area and the heat from it makes the area empty for the rest of the year! Not best use of the greens, although bonfire is a good event.”</td>
</tr>
<tr>
<td>“Ensure Norfolk Gardens' public toilets are open all day and every day and have a cleaner regularly mopping or spraying. Hot weather makes them reek!”</td>
</tr>
</tbody>
</table>
Q25a What temporary/seasonal concessions on the seafront would you like to see? [Base: 96 respondents]

Figure 13 – (Q25a) most frequently mentioned words

Food and drink

“A couple of cafes.”

“A mixture of typical seaside food (donuts/crepes) alongside healthier alternatives such as a smoothie bar, frozen yogurt etc.”

“American diner, candy floss stand, hot pretzels, milkshake shop and sandwich bar.”

“Baked potato cart, small coffee, tea, drinks stand.”

“Better facilities for buying takeaway food and drink to eat while walking or sitting on the grass. There is no decent take away coffee outside the town centre. East Beach Cafe coffee is dire.”

“Cafe / bar.”

“Coffee/ice creams in far east border with Rustington.”

“Coffee/tea room half way between Social Hub and East Beach cafe (eg adjacent performance area).”

“Different food providers.”

“Drinks, unmanned vending machines.”

“Food and drink mainly.”

“Food carts or mobile facilities.”

“Good coffee outlet.”

“Good quality - doughnut and chips.”

“Home style tea shops. Not High Street fast food outlets.”

“I would like to see a takeaway refreshment kiosk and seaside sundries, but only a limited increase. Situated halfway between the East Beach Cafe and the concessions near Harbour Park in one group.”

“Ice creams.”

“It would be great if a wider range of food concessions could be encouraged rather than just having chips and ice cream.”

“Light refreshments/ice cream.”

“Maybe a traditional ice-cream concession?”

“Milkshake hut, smoothies.”

“More choice of food, alcohol/alfresco drinks.”

“More food options other than fish and chips; such as fresh sandwiches, salads, and other fast food options.”

“More ice cream stands.”

“More ice cream vans.”

“More markets and food festivals needed please.”

“More quality offers with outside seating areas.”

“More reasonable priced cafes with sandwich or salad bars.”

“More tea coffee, food not limited to fish and chips or burgers, bar. Something open in the evening with seafront views.”

“No more expensive food outlets please.”

“Perhaps more little "stop" places where you can take in the view and have refreshments, such as tea, coffee, ice cream etc?”

“Places for evening food and drink with sea views.”
“Pop up food and craft shops but careful control would be needed to prevent undesirable pop up shops.”

“Possibly, as long as it does not involve polystyrene rubbish and awful smells of cooking instead of sea smells! Perhaps a fish bar, salad bar, etc.”

“Proper ice cream, shellfish stall, and toilets.”

“Refreshments, light meals, etc.”

“Same as existing, plus other food (e.g. pizza).”

“Sandwich/cold snacks/taco bar or something a bit different. Something for children?”

“Seafood restaurants, bars.”

“Selling more healthy options.”

“Special food fairs.”

“Street’ food.”

“Tea shop all year round.”

“The plans allow for concession expansion nearer the river, and the East Beach Cafe is there and expanding. Coffee bars all the way along would spoil the seafront.”

“Unusual food options.”

“Variety - some ethnic foods.”

“Wider food offerings: chicken, potatoes in jackets, Subway.”

Crafts/gifts

“A farmer’s market or local antique or craft dealers.”

“A range of services provided in smaller structures (not dissimilar to Xmas market stalls); free wi-fi provision should be encouraged.”

“Art/craft exhibition and concessions.”

“Bric a brac.”

“Clothing, and possibly higher end souvenirs/craft items.”

“Crafts/clothes.”

“Huts with souvenirs.”

“Local crafts; unusual one off individual concessions.”

“Locally made gifts and crafts.”

“Low-cost stalls for local craft-based businesses.”

“Souvenir shops.”

Sports related

“Bike hire and speedboat rides.”

“Bike hire would be great and bring back the speed boats!”

“Definitely sports and activities for a wider age range.”

“Fitness/sport related activities on offer.”

“Kite boarding to provide visitor spectacle.”

“Opportunities for water sports and activities, not just more food vending vans.”

“Speedboats were popular. How about banana boats?”

“Water sports (paddle board etc), kayaking provision. Retailer of connected equipment and surf style fashion and accessories.”

“Water sports hire, various including training.”

“Water sports.” (x 2)
### Music/entertainment

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Band stand and live brass band.”</td>
<td>“Maybe sanctioned buskers.”</td>
</tr>
<tr>
<td>“Fun things, street entertainment, markets, things to make you want to come back again.”</td>
<td>“Open air concerts. Art exhibitions, craft exhibitions.”</td>
</tr>
<tr>
<td>“Funfair items, things that do not cost money, shows, performances.”</td>
<td>“Outdoor activities for children, face painting.”</td>
</tr>
<tr>
<td>“Live band performance, comedian acts, and Shakespeare performances.”</td>
<td>“Punch and Judy.”</td>
</tr>
</tbody>
</table>

### Other

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>“As we get in the summertime now.”</td>
<td>“No charges outside summer months”</td>
</tr>
<tr>
<td>“Capping of pricing or encouragement to keep prices competitive with Pier Road by reasonable rents.”</td>
<td>“No, this makes it messy. No more Armed Forces Day - have a day promoting peace instead.”</td>
</tr>
<tr>
<td>“Don't Smarts control what's sold on seafront?”</td>
<td>“Not just seasonal, people use the seafront all year round and it's busy on many winter days.”</td>
</tr>
<tr>
<td>“Easter hunt.”</td>
<td>“Not more of the same - this is a seasonal town, the current businesses need every opportunity they can get, not more competition - we will end up like Bognor!”</td>
</tr>
<tr>
<td>“Extended free parking in off season periods for local residents who use the sea front.”</td>
<td>“Nothing on the seafront, disappointing for visitors”</td>
</tr>
<tr>
<td>“I don't understand what you mean by 'concessions'.”</td>
<td>“Of the right quality for the situation.”</td>
</tr>
<tr>
<td>“I feel that local residents should be able to buy a permit for the summer for the parking areas at a reduced price.”</td>
<td>“Or even long term concessions that are always open. Not everyone wants to come to the seaside in the summer, we should encourage off season visitors.”</td>
</tr>
<tr>
<td>“I strongly agree with this. Temporary concessions should be available for use by the many local community groups and charities in Littlehampton.”</td>
<td>“Same as at present.”</td>
</tr>
<tr>
<td>“In moderation.”</td>
<td>“Screen on the green is a brilliant event, more events like this please!”</td>
</tr>
<tr>
<td>“Keep the seafront open. Don’t block the area with more cafes which in turn will be more seating on the paths. Littlehampton seafront is a beautiful open space.”</td>
<td>“Sounds like a good idea, but I am not sure what in particular we need.”</td>
</tr>
<tr>
<td>“More accessible facilities.”</td>
<td>“Temporary/seasonal can often be very “tacky”.”</td>
</tr>
<tr>
<td>“More concessions equal more tourists.”</td>
<td>“The provisions made in the plans for more concessions are sufficient.”</td>
</tr>
<tr>
<td>“More family day events and attractions for everyone to use.”</td>
<td>“There needs to be quality control on these and encourage independent people to apply (as opposed to all be anonymous corporations/companies).”</td>
</tr>
<tr>
<td>“More winter/off peak facilities open!!!!!”</td>
<td></td>
</tr>
</tbody>
</table>
“Tightly controlled during spring/summer.”

“You need to get people wanting to visit whatever the season. Local residents should not miss out just because they live here and have to wait for start of the season.”

“Too many concessions make an area look tacky.”

“Unsure.”

Q27 What type of events/activities would you like to see on the seafront? (examples might be fairs, concerts, exhibitions, shows, circuses, regattas, etc)

Figure 14 – (Q27) most frequently mentioned words [Base: 193 respondents]

As at present

“Armed Forces Day, Bonfire night, Screen on Green.”

“I like the current selection.”

“As arranged now only.”

“No more than at present.”

“As at present only.”

“Those we have now are about right.”

“As now.”

“We do not need any more fairs or circuses than we have at present.”

“Current level fine.”

All the examples mentioned/anything

“All of the above, and more. I’m involved with several local groups, and we’ve tried to arrange events on the sea front only to be told that Harbour Park holds a covenant on the greens, and that they supposedly have a final say on events which take place on the greens. The groups I’m involved with have had events declined by Harbour Park on several occasions, and I’m sure there are many others unhappy with this arrangement. Littlehampton is lucky to have an amazing amount of space to put on events and attract visitors, but this is being hampered by Harbour Park.”

“All of the above.” (x 3)

“All of those mentioned would be beneficial. Kite festival?”

“Anything that brings the community together and creates an attraction for visitors is good. All the above.”

“All the above and particularly an antique steam fair. Beer festival, country show, vintage show.”

“Anything to incentivise people to go there on a more regular basis.”

“All the above, the more the better!”

“Yes to all of the above. There is little work to be had in Littlehampton so the visitors, whether day or longer are the way forward.”

“All your suggestions would be welcome.”

“Any of the above. It is always nice when the seafront is being actively used rather than just being a passive space.”

“Anything people want to put on. As many as possible throughout the year.”

“Anything that doesn’t leave a mess!”

“Anything to incentivise people to go there on a more regular basis.”

“Yes all of those would be great.”

“Yes all of those, but no more than fortnightly.”

“Yes to all of the above. There is little work to be had in Littlehampton so the visitors, whether day or longer are the way forward.”
<table>
<thead>
<tr>
<th><strong>Bandstand/stage</strong></th>
<th><strong>Circus</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>“A proper bandstand with occasional brass band concerts. Those white concrete 'clam shells', built a couple of years ago, are not fit for purpose!”</td>
<td>“There should be a proper band stand where bands can perform at any time.”</td>
</tr>
<tr>
<td>“Use of the stage.”</td>
<td></td>
</tr>
<tr>
<td><strong>Concerts</strong></td>
<td><strong>Circus</strong></td>
</tr>
<tr>
<td>“Big screen films regularly during the summer, plays/open air theatre performances etc.”</td>
<td>“More circuses.”</td>
</tr>
<tr>
<td>“Big screen open air movies, shows.”</td>
<td>“Not any more circuses or funfairs than at present.”</td>
</tr>
<tr>
<td>“Concerts - e.g. Jubilee (was great), major big event screens e.g. Royal wedding, Olympics, World Cup, Eurovision Song Contest - bring own picnic - everyone joining in together. Screen on the green is great :).”</td>
<td>“Not circuses otherwise all the above would be great.”</td>
</tr>
<tr>
<td>“Concerts (light and classical music and pop).”</td>
<td>“Small human circus/gymnastics.”</td>
</tr>
<tr>
<td>“Concerts (not rock or pop).”</td>
<td></td>
</tr>
<tr>
<td>“Concerts maybe but depending on the type of music this might lead to security issues including rowdy crowds.”</td>
<td></td>
</tr>
<tr>
<td>“Concerts would be great. In the 1950s Littlehampton had a week-long of events on the green, now it can’t even muster a carnival, shame!”</td>
<td></td>
</tr>
<tr>
<td>“Concerts.” (x 71)</td>
<td></td>
</tr>
<tr>
<td>“Drama (e.g. a touring Shakespeare company). Littlehampton's Got talent show.”</td>
<td></td>
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<tr>
<td>“Jazz festival.”</td>
<td></td>
</tr>
<tr>
<td>“Live music (a variety).”</td>
<td></td>
</tr>
<tr>
<td>“Live performances e.g. used to have concerts about ten years ago, something like Littlehampton rocks etc.”</td>
<td></td>
</tr>
<tr>
<td>“Local dance and cheerleading shows.”</td>
<td></td>
</tr>
<tr>
<td>“More cinema screenings.”</td>
<td></td>
</tr>
<tr>
<td>“More film shows.”</td>
<td></td>
</tr>
<tr>
<td>“More music/ at the Stage by the Sea.”</td>
<td></td>
</tr>
<tr>
<td>“More Screen on the Green.” (x 2)</td>
<td></td>
</tr>
<tr>
<td>“Music Concerts.”</td>
<td></td>
</tr>
<tr>
<td>“Music events.” (x 2)</td>
<td></td>
</tr>
<tr>
<td>“Music festival, dancing, including the opportunity to host competitions. Can you imagine at sunset on the new area by the lighthouse hosting the Argentinian Tango championships with outdoor South American food and wine? What a prospect!”</td>
<td></td>
</tr>
<tr>
<td>“Music festivals. Like Victorious Festival, Southsea.”</td>
<td></td>
</tr>
<tr>
<td>“Music festivals.” (x 3)</td>
<td></td>
</tr>
<tr>
<td>“Music performance area (permanent). An acoustic music festival.”</td>
<td></td>
</tr>
</tbody>
</table>
“Music, screen on the green,”
“Music,.”
“Music.”
“Musical events -, buskers etc., displays, ,
“Musicals. Dance performances”
“Open air entertainment.”
“Open theatre productions.”
“Outdoor theatre.” (x 3)
“Outside theatre productions.”
“Pantos.”
“Performance, , music.”
“Plays would be nice.”

Transport themed events

“A return of 'Wheels'.”

“Anything with vehicles needs careful thought.
The Wheels event two years ago was good but
churned up and damaged the green for a long
time.”

“As mentioned the Greenpower goblin car races.”

Exhibitions

“Art exhibition from local artists.”
“Artwork, exhibitions.”
“Car show/display.”

Fairs/markets

“Art festivals.”
“Arts events...festivals!”
“Car boot fairs.” (x 4)
“Craft fairs devised to flow from the town centre
with teasers and effective signing, not just a
pointing sign on a post. Maybe something that
could link to a child’s activity sheet/webpage - a
Treasures of Littlehampton hunt.”

“Pop festival.”
“Pop-up screenings of classic films, National
Theatre Live, or similar.”
“Radio 1 Roadshow, ,”
“Regular Screen on the Green performances in
summer.
“Screen on the green, ,
“Theatre performances, outdoor cinema.”
“Theatre.”
“Themed music ‘festivals' (e.g. folk, classical, jazz,
70's, 80's, etc.).”
“There are some good local choirs and bands to
entertain the visitor.”

“Bus gathering.”
“Motor show.”
“Shows like Wheels or Red Bull Extreme Sports.
“Steam rally.”
“Vintage cars/vehicles.”

“Exhibitions.” (x 29)
“How about an art show in the midst of the new
beautiful gardens?”

“Exhibitions.” (x 10)
“Exhibitions of local art and crafts, antiques, or
other markets.”
“Fairs and events to celebrate and promote
important historical features.”
“Fairs.” (x 5)

“Farmers’ market (local produce).”

“Farmers’ markets (i.e. Italian, French).”

“Farmers’ market, international food festival.”

“Food fairs, French markets, displays.”

“Food fairs.”

“Food festival, not just for the young.”

“Food festival.” (x5)

“I like mixed family events, like food, music, crafts. We went last summer to the apple festival in Slindon, I love things like that. I find Littlehampton events seem often the same as each other, same cotton candy, same stalls, etc but not much happening to make you stay, nothing active or entertaining.”

“International celebration of culture.”

“Markets.”

“More fairs

“Natural health fairs.”

“No need for fairs - we have Harbour Park.”

“Not car boot sales.

“One fun fair in the summer.”

“Open air mini market, including selling of foreign products.

“Sculpture trail along promenade.

“summer fairs.”

“Summer fetes,

“Traditional "village" fair type activities.

“Traditional fairs/proms etc.”

“Vintage festival/market.” (x 2)

Air shows

“Air shows.” (x 3)

Community events/fundraisers/charity events

“Charity fund raisers,

“Commemoration to suffragettes of town; women’s day event.”

“Conventions, interest led groups,

“Events that promote Littlehampton and surrounding area.”

“Fundraising events for military/homeless.”

“Good old 'family fun days' that don’t cost a lot but create memories.”

“Local community events, amateur nights, cook outs, open air theatre, drive in movie, picnic movies. Take a look at the kind of events Sydney Australia do for summer months.”

“Mayor’s speeches?”

“More community events.”

“Need to be sensitive to the community.”

“Really enjoy the current ones as they bring the community together, definitely more spread out over the year,

“Some more family centred events would be a good idea.”

community events

Sport

“A putting green.”

“A sport related event would be fabulous. Maybe like x games, skating, BMX, scooting, etc.”
“Children’s sports day.”

“Cycling related events (e.g. a pop-up velodrome like they have in Worthing).”

“Fun runs.” (x 2)

“Half marathons.”

“Kite-surfing festival.”

“Maybe exercise classes, fun runs.”

“Might be suitable for an ice rink or roller rink?”

“National windsurfing championship (rounds).”

“Need to think about events to drive footfall in shoulder seasons and winter, so maybe in marquees, ice rinks etc etc.”

“Schools’ fair. Participating schools could have a stall, mini competition against another etc. Could help them to raise much needed funds for them.”

Regatta/nautical themed

“A regatta would be cool. Maximise our harbour and sailing community.”

“A regatta would be good to celebrate Littlehampton’s maritime heritage.”

“Boat bazaars/marine exhibitions.”

“Boat show.”

“Boating activities (the old Zapcats?). Link a river/seafront festival (the first one was brilliant).”

“Events at sea to be encouraged, especially if viewed by the public from the promenade.”

“Events promoting the river and lifeboat.”

“Extension to riverside regatta.”

“Fishing contests.”

“Sport events. If there was a running track/cycle track there could be training courses/races.”

“Sporting events, maximising income and exposure to the new facilities.”

“Sports events.” (x 4)

“The majority use is recreational sports such as football, cricket, rounders, dog walking and the throwing and catching of balls.”

“Tournaments and organised games.”

“Tug of war event.”

“Water sport competitions.”

“Water sport events. There are lots of talented people in our community!”

“Would be nice to keep a putting green.”

“Perhaps more seaside related events (but weather often against regattas etc).”

“Pleasure boat to Arundel,”

“Powerboat racing, surfing, kites.”

“Regatta.” (x 26)

“Regattas sound like fun but are they really viable in Littlehampton?”

“Re-instatement of the Arundel pleasure boat.”

“Sea/water themed events, if possible.”

“Shows to promote sea/river/lifeboat.”

“We have a naval history and boat-building etc. so can make the most of that.”

Dog shows

“‘Best dog’ competitions.”

“Animal/dog show.”

“As many residents (and visitors alike) own dogs, I think charity events would be welcomed. Perhaps a dog show, with surrounding animal charity tents selling their wares, an agility day
<table>
<thead>
<tr>
<th>With local dog owners putting their dogs through their paces?</th>
<th>“Dog competitions”</th>
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<td>“Dog shows.”</td>
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**Carnival**

- “Carnival.”
- “Town Show,”

- “Why only five events? You could have a lot of events in the summer. Put the Littlehampton Carnival on the seafront, and more concerts as it’s a big space.”

**No noise disturbance**

- “As long as it's not too disturbing for residents along the seafront.”
- “No events at all. Think of the locals.”
- “No more noise.”
- “None, think of local residents.”

- “None. Think of local people.”
- “Nothing too noisy as upsetting for locals and some visitors.”
- “Out of consideration for local residents, not too noisy.”

**Other**

- “A lot more than 5 events. Why only 5 events? It's an ideal setting for events.”
- “Activities or at least doesn't include face painting!”
- “As wide and varied a programme as possible.”
- “Events are well managed and community events should be encouraged. Don’t feel we need more events, but we could publicise some of the other events that happen much better which would appear as if we have an enhanced programme e.g. the charity runs/ Santa dash etc. Other events happen without us having any control whatsoever e.g. large annual gathering of church groups.....no booking required, they just turn up and we need to put some controls in place so we can plan, manage the litter collections etc.”

- “I already enjoy the fairs, circuses, “film” evening on the green. If there is evening lighting installed along the promenade, Littlehampton will definitely be a place to go in the evenings as a family. Hopefully this would deter the teenagers and youths gathering for all the wrong reasons, leaving their cans and rubbish everywhere.”

- “I believe Littlehampton has the opportunity to be a really lovely town and I really hope all the proposals go ahead with the support from the majority.”
- “I love it when the coaches come from London and people party on the green!”
- “I think we should be encouraging weekly open-air events all through the summer -,”
- “It’s what the public demands.”
- “Make more use of the stage by the sea with musical entertainment and talent shows for children.”
- “Nature trails and walks.”
- “No disagreements with the events that happen on the green, but no increase.”
- “No more than TEN days! Small events could run simultaneously.”
- “Prefer not too many on the seafront. Keep it as it is.”
- “Quality, well organised events, like Armed Forces Day, Screen on the Green, and Bonfire Night.”
“Shows and. Themed events - Christmas, summer shows.”

“The existing balance is good.”

“The more the merrier.”

“There should be more than 5 events as it is an ideal location for events, wide and open, right next to Beach. Smarts hold covenants and prevent more events taking place, they don’t like competition”

“Time to stop promoting war and have a peace day instead.

“Vintage events to capitalise on the Littlehampton Seafront World War history.”

“What a pity that no mention of the pleasures that swimming in the sea can offer. How about creating a sea water pool of warmed water for our climate?”

“Where will there be room for them in the diminished green?”

“Would like to have, somewhere, an option for a sailing club. This needs space for secure boat storage (i.e. a locked compound) and a clubhouse for storage and with power and showers and toilets. The club could hire boats. Access to the public will be much improved compared with AYC or even AYAC.”

“You gave the choice of five or more without defining more. Five is OK but the maximum should be about eight spread through the summer.”

Q28 Please feel free to add any further comments you may have on the proposals:

Figure 15 – (Q28) most frequently mentioned words [Base: 116 respondents]

About the consultation

“A further survey is required when the availability of cash is known. We like Littlehampton as it is. Please do not spoil it. Any further landscaping etc should be low maintenance to avoid excessive demands on the Council Tax.”

“A shocking waste of time and money so far. Plus obscure and pretentious language.”

“A very good survey full of good ideas.”

“Not long enough given for consultation.”

“Thank you for providing the information boards relevant to each question as I have not been able to get to the exhibition.”

“The questions are very leading in their wording, the "current" images all look cloudy and grey and the "proposed" images look like clear sunshine!”

“You need to run some focus groups of interested locals together with a wide spectrum of professionals.”

Broadly positive

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

“Currently river and seafort combined differentiating asset is under exploited. Combining this proposal with existing river walk and proposed town centre will transform Littlehampton!”
“Generally I love the plans. More play/activity areas for all ages and less grass would be good.”

“I am generally positive about the proposals, and hope you will take on board my suggestions, especially with regard to the removal of East Beach Café storage facility and to continuing the garden/shrub beds fully around the Beach Crescent so that they are on the eastern side as well as the south and west.”

“I am very pleased with the proposals on the whole. Perhaps something more could be done on the Oyster Pond for children, like remote control boats, little islands in the pond with plants etc?”

“I completely agree that there needs to be works added to the seafront as, in my opinion it is the best part of the town. I would be very happy to assist in development from the academy point of view. I’ll be in touch soon. Name supplied (xxxxxxxx at The Littlehampton Academy).”

“I like the idea of improving Littlehampton seafront. It has become old and tired and needs new life put into it. I love the idea of having activities on the seafront, it will give young and old alike things to do. Making Pier Road single carriageway so people can eat outdoors in the summer is a fantastic idea. Overall a very good scheme that will really improve Littlehampton.”

“I think all of these ideas are fantastic and will make a hugely positive difference to our town. Change is always good and I think it would make a huge difference to the negative culture/opinions of Littlehampton.”

“I think all that has been shown is brilliant, the whole concept makes me want to go to the beach now. I think it will help put Littlehampton back out there as long as it will be well maintained and guarded (from youths, drinkers and homeless).”

“I think Littlehampton would benefit greatly from the proposals.”

“I think that the plans for this look wonderful and will go a great way in supporting tourism to the area. The ideas are based around visitors and residents both young and old and, as a young person myself who has grown up in Littlehampton, this is really appreciated as for many years there hasn’t been enough to do here.”

“I’m looking forward to the changes and improvements and can’t wait for it to be done.

Let’s hope it’s not a long drawn out process…..maybe clear time scales to be given for the community to see?”

“It all looks very good. Make sure the Windmill is integrated into the plans. Keep the BBQ facilities on the green.”

“Like what has been proposed.”

“Love it. Just do it!”

“Love the sound of it all, definitely need to promote our lovely seaside and the green area and encourage visitors.”

“Overall these look like excellent changes to the seafront/greens. Its success will depend on the quality of the work.”

“Proposals look good.”

“The artist’s impressions of the proposals look good, however it is important to keep to these artist’s drawings and not to deviate or downgrade.”

“The plans will take Littlehampton into a far more attractive seaside town, into the 21st century and that locals can be proud of. We would like these plans to be approved.”

“The proposals and their design are excellent. Well done. Please do all that you can to bring them to fruition. Maybe add a flat area with a compass as a design on the floor to encourage knowledge and appreciation of winds, sun, direction etc. It could also be used at night for star viewing and orientation if a few knowledge boards were introduced? Maybe not for here but LDA have rightly worked on the arrival experience to LA ( Littlehampton)!”

“The proposals are very good but it is important that the seafront and town become better linked together as many regular visitors to the promenade who arrive by road are not aware that we actually have a town centre with shops and eating places and a museum etc.”

“The proposals look fantastic; let’s hope they can be delivered.”

“The river and seafront in the one location is very rare and I think under exploited. Linking the two aesthetically and possibly with events would be a real asset to Littlehampton, drawing in more tourists and therefore bringing more money to the local economy. Overall, a brilliant plan which I fully support.”
“The river walkway is fantastic, if the proposed scheme is carried out to that standard it will be an incredible place to visit and live.”

“There is no harmony at present between the various structures along the seafront, this project seems to offer an opportunity to create a sense of "flow".”

“These are some of the best proposals that I have seen recently and it would be disappointing if they are not accepted.”

“These proposal plans will improve the seafront, bring visitors to the town, and local residents with their families will be able to enjoy these facilities too.”

“These proposals are a great start towards the regeneration of Littlehampton seafront. They indicate the potential to revitalise the town’s economy for the benefit of residents and local businesses; to enhance the district’s reputation for high quality leisure facilities; and to highlight the opportunities to create a great seaside experience for visitors.”

“They look lovely, I hope it is all done as tastefully as the Pier Road flood defence.”

“We do not currently live in Littlehampton but are very interested as we intend to buy some property there in the near future. We are delighted with all of your proposals and feel that Littlehampton is a hidden gem which will really shine with a little careful attention to the coastal green area (which you are focusing on). This all sounds rather expensive but please encourage the public to volunteer to help with the work alongside professionals. Seduce them with well organised day events with sessions of group work followed by breaks with simple food provided. However, we would like to mention that, for all its beauty (the river, historic buildings and sea) Littlehampton will not flourish unless the public feel safe! It has a reputation for suffering from individuals who hurl abuse at passers-by! This must be swiftly dealt with or else the victims will not return and nor will their friends!”

“Well done to the officers involved in putting this together. Some great ideas and a lot of hard work 'behind the scenes'. ”

“With careful planning, Littlehampton is THE best and a unique place on the south coast. All the other resorts have a road with traffic directly at the side of the beach, Littlehampton is safe and car fume free.”

“Would like a face-lift, thoughtfully done.”

Broadly negative

“I don’t like the look of the plans as they take away from the minimalistic feel to the beach which I find comforting as it allows for views of up to miles along the beach. I just like it how it is at the moment but we should definitely regenerate the town centre somewhat seeing as it’s well overdue, maybe we can focus on that instead? Speaking from experience, the environment within the town isn’t very nice and it needs to be greatly improved whereas the beach has a nice calming feel to it. It’s a shame the town doesn’t match up in comparison.”

“I’m concerned that although Littlehampton needs updating the soul of a traditional seaside town will be lost. We have already had thousands of pounds wasted on a cafe that is ridiculed locally and could have been bigger with more glass providing all around views; a long seating arrangement which the children use as a climbing frame and has worn badly; and a so called bandstand that barely fits a group standing in it.”

“Not a lot going on seafront, fitness trail a good idea.”

“Not keen on the amount of activities proposed for the Active Hub area and feel it would be better suited on the space where the tennis courts are, and keep that part of the green green. Maybe extending the fitness trail, something less harsh than the proposed activities?”

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

“Good luck with all your proposals, especially the lighting up of the prom etc. Littlehampton is a little jewel on the south coast and the improvements to date have been much appreciated. Shame the east beach cafe ruins everything and is a standing joke with locals. Perhaps you could screen this with planting? Preferably Leylandii!”

“Overall the proposals look very exciting for Littlehampton sea front. However, I would have concerns that the amount of activities proposed for the Active Hub would be a step too far and the noise level for residents on that side of the green would impact on their enjoyment of their outside space.”

“Positives: Planting and theming would be good to tie into the East Bank etc. Planting and theming to hide more/better/more efficient car parking. Seafront walk/tracks parallel to the prom looks good idea. Children’s play provision – as long as maintained Negatives: Coach parking loss - seems ill thought out in practical terms. Why remove a unique asset? Just make Banjo Road a better version of itself. More events - where will people for these park if it is already a busy day? Problems for residents trying to park. More concessions - this leads to the Bognor-isation of the seafront which has a great "soft sell" feeling at present. This could put off family visitors rather than attract. This is degeneration. Missed opportunity: Parking provision for cars (and coaches) increasing in same(existing footprint. More car park money for council/more visitors for businesses/less congestion on roads for residents.”

“The proposals seem to be designed to move the Littlehampton east beach area upmarket. Whilst this is a desirable long term aim it is likely to prove disappointing and frustrating to many residents and day trippers in the short term to medium term.”

“The seafront needs a lift not a complete change, an enhancement, good luck”

“This is a great plan but please look at the whole of the seafront, it is all part of Littlehampton and has a combined and united link with Mewsbrook Park and the new Leisure Centre. It is one town, work and create the same thing. Make it a home for wildlife, this town apart from seagulls has a total lack. With correct planting and landscaping this could change and that in turn would encourage more people to come especially outside the 6 weeks of summer holidays. We are on a river and migration route we should have all the opportunities to create an environmentally green town as well as a pretty and accessible one. The whole of the survey does not mention the natural environment once, it is vital especially for a seafront town. The town should promote and encourage and become a leader in green planning, plus this will probably open doors for funding?”

Car parking

“Cars bring visitors to the beach and town, they are not the enemy.

“Littlehampton's biggest assets are the sea, a lovely flat prom, open safe green for families, the walk along the harbour wall to a range of excellent cafes that appeal to families, mainly because they provide good food at reasonable prices. It is an old fashioned holiday resort, that's why people like it; but if you keep putting up the price of parking they won't stay all day and the cafes will struggle and you will lose one of our best attractions.”

“Make the area residents' parking only.”

“On hot days during school holidays there are not enough parking spaces though, so I feel that this needs to be considered too.”

“Our only bugbear is parking. We are bombarded with people parking outside our house. So perhaps parking charges can be reasonable.”

“Should make side streets along South Terrace permit holders only to stop visitors parking.”

“Whilst I think the proposals are very positive I have key concerns over traffic and parking. Currently on a sunny day the car parks are full and people are being charged a premium. The plans suggest losing one over flow car park and all coach parking. Being a seaside town we need the day trippers and holiday makers to feel welcome and for it to be easy for them to get here. If the first thing they find is they have to walk miles to their coach or pay a huge price to park on the seafront the will not return. Working in the tourism industry I would be concerned how whilst the green will be beautiful for the locals
our height of summer income from the tourist community would be seriously affected. We have to make it getting here, parking and setting up for the day as enjoyable as the trip to the seaside. No one wants to start their day at the seaside annoyed because they have spent half an hour parking and then had to pay a fortune for the privilege.”

**Coach parking**

“I think that more attention should be paid to disabled buses (SLD children). They need to have access to buses and facilities. Quite often the drivers are a part of the care needs and also have to have access to the vehicle for equipment being carried on board.”

“Please do consider the buses for the disabled. There will be mini buses with wheelchairs, they need close access to toilets and need parking close to the beach, they cannot park away from their passengers.”

“Where will the coaches park?”

**Windmill cinema**

“PLEASE keep/incorporate the Windmill cinema facility - beautiful, well equipped, clean, super staff, brilliant films and live screening. All on our doorstep.”

“Windmill Entertainment Centre: sad that yet again ADC has failed to mention this important asset of the town’s in any way shape or form in this proposal! It must be looked at and how it can be supported through this design.”

**Shelters/seats**

“As an OAP some comfortable seating and shelters along the promenade. The present ‘long bench’ is extremely uncomfortable and the absence of covered shelter is to the detriment of enjoyment when resting along the seafront.”

“The plans do not seem to me to have comfortable seats looking out to sea along the promenade.”

“We DEFINITELY NEED A SOUTH/NORTH FACING WIND SHELTER as there is no respite from the winter weather at present. I just hope that these proposals come to fruition.”

“Do not remove the bench; it’s part of the story of Littlehampton.”

“We need to provide shelters for day visitors when the weather is not good.”

“We DEFINITELY NEED A SOUTH/NORTH FACING WIND SHELTER as there is no respite from the winter weather at present. I just hope that these proposals come to fruition.”

“Shelters need to be weatherproof i.e. wind and rain proof.”

“When installing seating and shelter areas more consideration needs to be given to how people will use them and if they actually will use them. Again I mention the long bench which is rarely sat on because it is so uncomfortable, and its shelters act as wind tunnels not wind shelters. Please provide comfortable sheltered seating for people to just sit on and look at the sea. That is all most of us who visit the seafront want to do anyway.”

“The older age group has been very badly served by recent “improvements”. Their needs are simple: somewhere comfortable, properly sheltered from the elements, to rest awhile and enjoy being by the sea. This is not expensive, but it very much feels as if no one is listening.”
Don’t ruin a valuable asset (the green)

“Always bear in mind that the main function of the green is as an informal strolling and sitting and kick-about area. The fitness benefits, physical and mental, and the pay-off in terms of reduced health-care costs (apart from injuries sustained from holes dug by treasure hunters - see below) of this will always far exceed that of installations and gadgets and fitness trails. Also cheaper and lower maintenance.

“At present what we have is treasured by this resident and all our visitors and has been so down the ages. Improvements have to be attended to but not at the expense of losing what we have.”

“Because I live there I am concerned that the historical character of the end of South Terrace and east beach is retained.”

“Don’t go overboard and spoil what we already have.”

“Ideas should complement what exists now, not try to alter dynamics that clearly work now or spoil the uniqueness of Littlehampton seafront.”

“It is important that the integrity of the greensward is protected as it is one of the outstanding features of Littlehampton as a seaside resort. Already there have been too many intrusions on this exceptional public asset. My concern is that overall the plans propose further encroachments on this unique open space.”

“On the whole very interesting proposals but please maintain the open, uncluttered and natural beauty of the seafront”

“The attraction of the green to residents and visitors is its informal, natural beauty, although sadly eroded over the years by buildings and car parking. The opportunity should be taken to make the green greener by restoring eroded areas and sensitive planting to lessen the impact of unattractive car parks and structures.”

“We must be very careful to keep a balance between what we love and appreciate now with some modest and sensible improvements. The open spaces are precious and visitors are quite capable of organising their own fun times without the need of the huge expenditure envisaged by all the proposals.”

Funding needed

“All these proposals are very good but only if the money is secured to provide them in their entirety. Too often in the past schemes have been downsized or not delivered as promised due to lack of funding or poor management.”

“If all the proposals are unable to go ahead without external funding it should be made clear how they will be prioritised. For example planting and landscaping could be sponsored and delivered over a staged timescale, over a couple of years or more to achieve the outcome. Decent toilets should also be a priority. To what extent have you taken into account the accident records from the foreshore/ Harbour Park/ riverside and other areas as a means of informing your design decisions? Likewise have you analysed the attendance of coaches and therefore numbers of individual visitors? I suspect the revenue may not be great enough for the area they take up but you really need to accept that the coach park is one of the main reasons Littlehampton is attractive to groups. Pier Road should be pedestrianised totally, not be just a single lane road, but I suppose you are compromising with the businesses. There should be some compliance put in place to ensure the shops along Pier Road are decorated to a high standard to enhance the attractiveness of the riverside walkway and al fresco areas.”

“Many of the suggestions sound very good, possibly too good to be true, so I rather doubt that the money needed will be forthcoming in sufficient quantity to achieve everything proposed. I hope some of the best points can be acted upon eventually, although I do think it is very important to try and build on assets we have already (e.g. Oyster Pond, Long Bench, family friendly greens and facilities, etc), to maintain the unique character of Littlehampton.”
### Public Toilets

“I have been visiting Littlehampton since 1980. Both public toilets have always been awful and desperately need attention. They need to be bigger and much better looked after.”

“Luxury toilets could be a town feature.”

“Nothing should be done to increase visitor numbers unless proposals to restrict public toilet opening times are scrapped.”

“The best thing about Littlehampton that really sets it apart from other coastal resorts is that it is safe for children because it has the green rather than a main road directly behind the beach. Anything that can be done to enhance the green should be welcomed.”

“The brick toilet block needs rebuilding or renovating, as does the generator block which is an ugly brick building.”

“Toilet facilities: more needed, better and updated facilities, not unisex, better opening hours, open across all months.”

“We understand there are currently proposals to restrict the opening times of the Norfolk Gardens public toilets. We will require these to be open for the duration of our bonfire celebrations including the building of the bonfire. We shall be grateful if we can be kept directly up to date in future with the progress of the improvement proposals in so far as they affect our bonfire celebrations.”

### Maintenance

“All very nice and will look nice if achieved but needs to be looked after properly and maintained. Areas we already have are in the condition they are due to poor repair or lack of repair. There can be no excuses for overgrown flora and potholes.”

“The green is not maintained eg. rubbish as was before. Repair work on the pavements along River Road has been filled in with black tarmac, not the materials the Marina pavements were originally built using. Makeshift job, quick fix, not a good look.”

“The implications for future maintenance also need to be considered fully so that the facilities are kept to a high standard. I give as an example the long bench, which is now looking very tired, in need of new paint and has slats missing in places. Rundown facilities do the town’s reputation no good and will prevent people from revisiting.”

### Other

“A nice cafe building to replace the concrete kiosk building. Not, I hope, replaced with a similar ugly design. Shanklin and Ventnor on the Isle of Wight have shown how renovated seafronts can look.”

“About time some (preferably most) of these ideas were considered and implemented to make more of a wonderful asset. Improve signage and links to the repaved town centre.”

“As a supporter of the Littlehampton Bonfire Society etc some of the local residents of Beach Crescent and South Terrace already make it clear they do not like these events, and with spiralling costs of each group putting them on, often without support of ADC etc. it is very difficult to encourage locals to want to put on events in Littlehampton even though the bonfire night, for example, draws so many people to the town.”

“Concerts, with a variety of music types offered: classical, jazz, folk, steel band, bandstand, school choirs etc. Exhibitions of work by local artists affixed to the pier. Dance festival with children of Portuguese and Irish communities etc.”

“Consider control of metal-detectorists who appear at night and dig holes which cause ankle-injuries. The more the people are attracted on to the green, the more dropped money and jewellery, and the more detectorists will carve the turf up.”

“Cost with value for money must be at the forefront. One sees too often public money being squandered on daft ideas rather than spent wisely. A classic example being the 'longest bench in the world' which destroyed some very useful and enjoyable facilities - weatherproof shelters, comfortable benches - and wasted money that
could have been spent in many more deserving and better ways.”

“Designers and architects always have grand plans but they don't have to live with the results of their grand plans. Please think carefully before deciding on a design. Just because it looks good and the pitch draws you in and they say “but it works so well in some other place” doesn't mean it's right for Littlehampton. The residents of Littlehampton use the seafront every day, please don’t design it with just tourism in mind.”

“Does seem like someone has a lot of money to spend when so much else could be done to improve amenities for other areas of the town; i.e. a couple of seats and better provision on Worthing Road "wreck" - nothing at present but poor out of date play facilities and a doggy bin! A narrow tarmac path and the brilliant basketball court. There are so many other areas that could do with improvements, fitness trails, etc. Yes improve some of the front but it all has to be maintained, more parking provided etc. etc. There are some good features like new SHELTERS THAT WORK AND NOT SOME ARTISTIC FANCIFUL STRUCTURE THAT WE SEEM TO HAVE DUMPED ON US AT PRESENT.”

“Don't change it, it works. Make parking free.”

“Don't get carried away with cool, 'in' stuff. This has to still look good in 10-20 years' time.”

“Eastbourne Concerts seem to be well attended.”

“Events on the green should cover a wide spectrum of culture to suit all tastes. An old fashioned steam fair, as seen in Oaklands Park, Chichester last year, would be popular.”

“General concept fine. Bandstand could be sited in Caffyns Field.”

“Get those covenants on the green removed. The green was given to the town, not to one business. However it’s important to hold jurisdiction on what goes on the green.”

“High end restaurants/facilities. Too much focus generally on budget hotels and family premises. If I want to eat out I go to Arundel. Need to attract that clientele to Littlehampton.”

“I feel the best possible use for this area is: 1. To keep the area mainly as is, they will come. It is such a unique spot for river/sea/green. 2. Make Pier Road a pedestrian only area - it is just not wide enough for vehicles, pedestrians, shoppers and strollers. 3. Keep Banjo Road as a 'coach only' road. No cars allowed - once coach companies/drivers realise they can park here, Littlehampton will become a go-to place with Arundel and Chichester for a day trip. 4. If you make specific use areas; Basketball, 5-a-side, hammock areas, they cannot be used by for other purposes. What would seniors use these areas for?”

“I find it so difficult to see such tiny grey print on this computer that I apologise for my typing. I also suspect that many people with transport will prefer the wildness of Climping Beach rather that the future contrived Benidorm.”

“I hope dogs are not going to be any more restricted due to these plans.”

“I would like to see the cafe painted light green, light blue with white wave caps. This would be a winner. Also develop the west side of the green to match the east side. Good luck to you and I hope it works out well for everyone.”

“Illumination is a good idea.”

“It would be nice if the Oyster Pond hired out remote control boats etc. The kids look bored just pedalling around in pedal boats. It could have rocks and a lighthouse in the centre.”

“Littlehampton has the potential to revive itself, as other British seaside resorts struggle to do the same, but I would hate to see it turn into just a noisy, rowdy place even if that did mean a lot more visitors. It was once a favourite for wealthy Victorians, maybe it could emulate Bournemouth rather than Clacton!”

“Make it nicer, more up market, less like a tacky “has been” town full of drunks.”

“No dogs on beach at any time, or dogs on a lead at all times including on promenade. This is all well and good when new, but must be maintained to a decent standard.”

“No dogs on the beach at any time or all dogs must be on a lead at all times, summer and winter.”

“Please continue the planted area around the outside wall of Beach Crescent. As of now, the south east and eastern aspects of this wall are not planted and it seems an oversight that the shrubs and plants around the west and southern aspects were not continued all the way round. Please also disguise the building next to the East Beach Café which is an eye-sore. Otherwise I am mostly pleased by these proposals.”
“Please do something about the awful roundabout at the end of Bridge Road and the A259. The arrival experience is a bath tub, a tiny galleon and a smattering of flowers. This is a joke and truly awful. If this remains the first arrival experience then no amount of excellent design experience later at the sea front will eradicate this memory. Look no further than the design of so many roundabouts in France for inspired and brilliant ideas.”

“Please make sure you do not interfere with the town’s bonfire night celebrations.”

“Take this opportunity to reconfigure the gradient in front of the Stage by the Sea.”

“The amount of open space we have at the seafront is excellent and shouldn't be reduced. Planting should be low maintenance. The Littlehampton Bench shelters aren’t attractive, the colour encourages individuals to use them as chalk boards. Bournemouth beach huts are so attractive because of the colours, it would be good to incorporate pastel colours somehow. Large bins and recycling bins, as waste piles up in the summer.”

“The events on the green should cover a wide spectrum of culture to suit all tastes. An old-fashioned steam fair would be popular.”

“The greens are very important but the seafront needs improving as not much to do for visitors. We had Action Boat which was really good, now nothing!”

“The town needs to be encouraged to be an all year venue, not just a summer one. Concessions need to be encouraged to open longer hours in the summer and also open other good days throughout the year. We used to visit all year but could never get a coffee when we arrived out of season. The town has a lot to offer but it is not attractive because of the colours, it would be good to incorporate pastel colours somehow. Large bins and recycling bins, as waste piles up in the summer.”

“The events on the green should cover a wide spectrum of culture to suit all tastes. An old-fashioned steam fair would be popular.”

“The wider connection diagram shows a connected ring of movement. However, landscaping proposals for both phase 1 and 2 don’t appear to connect around the Look and Sea Centre/Lifeboat Station area. Currently visitors walk down the river from the beach and turn around just before they get to this point as it appears as if the attractive area comes to an end. They are close to town yet fail to realise it and therefore do not visit. More should be done at this area to encourage visitor towards the town. The car park currently acts as a barrier at this point and in my opinion, the proposals won’t change this trend in movement unless more is done here. Other than that I approve of the scheme.”

“These proposals are exciting but any new areas, especially of seating and picnic areas, need to be managed properly to ensure that everyone takes their rubbish home and that noise is kept to a reasonable level. There are a number of large unofficial gatherings (baptisms?) that occur each year and whilst I don’t believe they should be stopped they should be managed more effectively so that the area welcomes everyone.”

“Why has this only been put to LDA for ideas? LDA may have designed the river but frankly there are many issues to it that have never been corrected.... The path along river road still needs to be fixed but I have been told that the surface that they laid and was later partly removed cannot be replaced as per the design as the company they used has since gone out of business. Says a lot for the future upkeep of the areas. There are many issues with lack of railings along the raised river walk way where it will lead to an accident due to the drop. Steps late at night not clearly lit could again lead to further accidents. The surface in many areas has very obvious foot prints of an animal walking across them while the cement was wet, I would not accept this if I were having work done at home and ADC should have had this replaced at cost of the contractor. The bench by the light house was always clearly put in the wrong way around so if
people sit on it where they should be looking out to sea, they are in fact looking to Harbour Park back entrance, not a great view! LDA not the way!"

“Would it be possible to introduce a ramp or slope from the promenade onto the beach to enable less able people to access the beach? Although there is one concrete ramp near the lifeguards' base, there is still an area of shingle which has to be crossed and this can make accessing the beach difficult for people who are unsteady on their feet. The introduction of an additional ramp (or boarded walkway) near the beacon could possibly extend onto the beach, crossing the shingle area, to reach the sand. Introduce scented plants, if possible, in the new planting to enhance the experience of people with visual impairments.”

“Would like to see a water fountain somewhere on the green, like there used to be.”