

Bognor Regis Resident Survey

A survey exploring the attitudes and perceptions of local residents towards the proposed development of Bognor Regis town centre

On behalf of Arun District Council

15/01/13



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This research has been carried out in compliance with the International standard ISO 20252

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1. Introduction

Qa Research were commissioned by Arun District Council to undertake a survey with residents of Bognor Regis and the surrounding villages to understand the attitudes of residents towards proposals to develop a number of sites within the Town Centre.

This report sets out the key findings from the survey and describes the methodology used to gather residents' views. The main conclusions to be drawn from the research are also discussed.

2. Aims and objectives

The Council is currently working with St. Modwen Properties on the development of a number of sites within Bognor Regis including the Regis Centre site, Alexandra Theatre, and Hothampton. It is hoped that the development will encourage more individuals to visit the town centre, and contribute to the economic development of Bognor Regis as a visitor destination.

In order to gather residents' views on the proposed development(s), in late 2012 and early 2013 the Council undertook a series of consultation activities with residents. These included:

- Public exhibitions and meetings between individuals residents, residents groups, business organisations, the Council and the developers;
- Information on the Arun District Council website¹, with options for individuals and organisations to email their views or participate in an online survey;
- Arun District Council panellists;
- A large scale survey distributed to local residents' homes.

In addition to these general consultations, the Council wanted to undertake a targeted survey of local residents, in order to achieve the views of a representative sample of local residents. Therefore this survey was undertaken with the following objectives:

- Gather the views of a representative sample of local residents, taking into account age, gender, geography and economic status;
- Explore residents' awareness of the proposed development;
- Explore the support among residents for the proposed developments;
- Understand residents' priorities for the proposed development in terms of land use;
- Identify any concerns that residents have for the proposed development and perceptions of the benefits (or harm) that residents feel the development may have.

¹ Please see - <http://www.arun.gov.uk/main.cfm?type=STMODWENI>

3. Methodology

A face to face survey using a combination of door to door and on street interviewing was felt to be the most appropriate mechanism for gathering the views of a representative sample of local residents. There were a number of reasons informing this choice:

- The need to show residents stimulus and talk residents through the proposed plans where appropriate;
- The need to gather the views of an non-polarised sample of residents;
- The need to target interviews with a specific number of residents from particular demographic groups;
- The need to answer residents questions on the development and appropriately direct individuals to additional information where necessary;
- The need to gather views from a particular geographic area.

The face to face survey took place from the 6th December 2012 until the 8th January 2013. In total 519 surveys were completed. As the focus of the survey was to gather the views of local residents within reasonable distance of the town centre, all the surveys were undertaken within a specific geographic area, shaded in red on the following chart:

Figure 1). Relevant sampling area

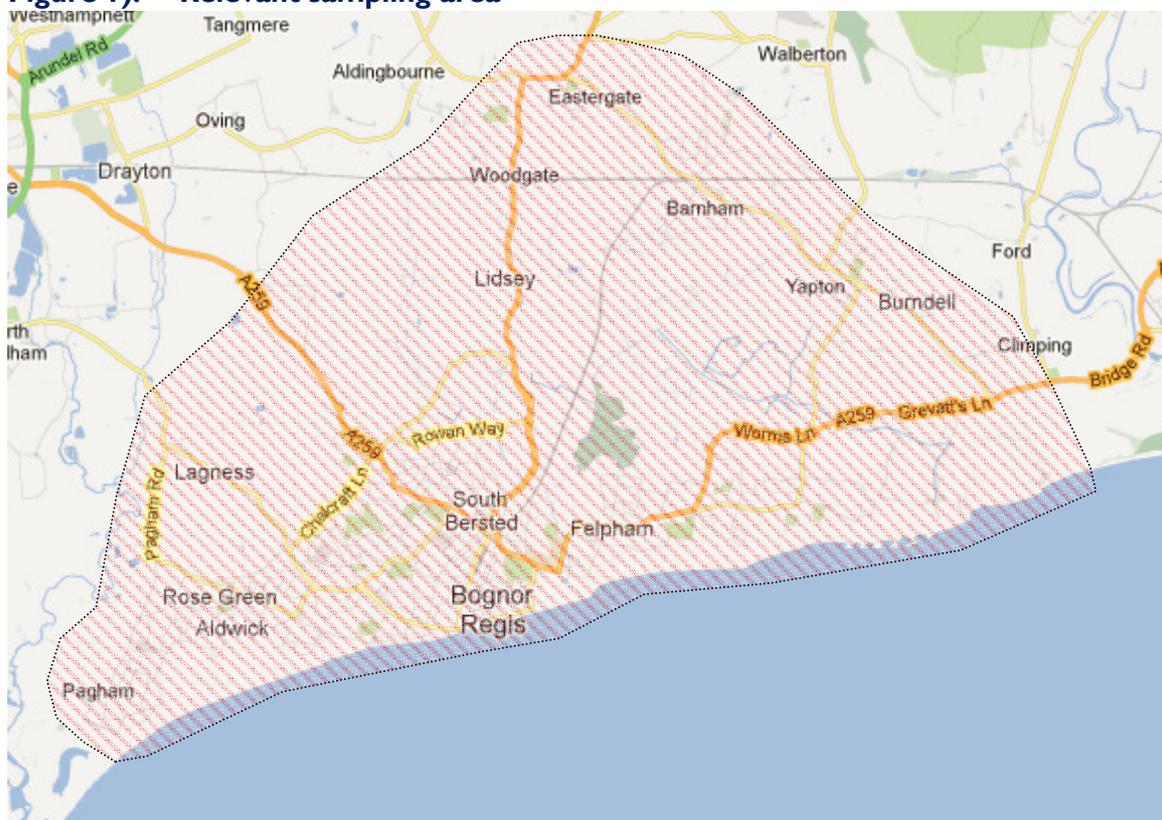


Image created using Google Maps

On street interviewing took place in areas where there was an adequate amount of on-street footfall. In those residential areas without footfall, door to door interviews were undertaken. The mix of interview types in differing geographic locations was undertaken to ensure that the interviews included individuals who do not regularly visit the town centre.

Quotas were used to ensure that the sample accurately reflected the make-up of the local population. The following table demonstrates the actual profile of the resident population, and highlights the final sample achieved by the survey. The table uses the most recent census data at the Arun District Council level to calculate the profile of respondents by gender and age. Whilst

the survey did not cover the entire Arun District Council area, the profile was felt to be similar enough to serve as an appropriate basis for the sample. Economic activity data has been created using a combination of 2001 census data and 2011 NOMIS data.

Figure 2). Demographic profile of respondents

	Arun Population	%	Achieved surveys	%
GENDER				
Male	59297	47%	245	47%
Female	66867	53%	274	53%
AGE				
16-34	28294	22%	109	21%
35-64	58542	46%	276	53%
65+	39328	31%	133	26%
Refused	-	-	1	0%
ECONOMIC ACTIVITY				
Working	64800	51%	273	53%
Retired	44600	35%	165	32%
Unemployed and looking for work	4000	5%	81	16%
Looking after the home/ family	6200	3%		
Others (including education, training, sick/ disabled)	C. 6500	5%		
Total	126164	-	519	-

As the table demonstrates, the achieved sample closely matched the profile of the local area. As a result the decision was taken not to weight the final data. It was felt that a weighting procedure would do little to improve the overall representivity of the data, and would reduce the effective base size used in the subsequent statistical analysis.

The following table demonstrates the proportion of residents taking part in the survey from the various villages and wards surrounding Bognor Regis. Population data for the various areas has been estimated, however as the table demonstrates, the survey was able to achieve a broad spread of respondents from across the local area:

Figure 3). Area profile of respondents

Area	Population (estimates)	%	Achieved	%
Aldwick	10000	13%	70	13%
Barnham	6500	8%	38	7%
Bersted	8500	11%	46	9%
Bognor Regis (Hotham)	6500	8%	44	8%
Bognor Regis (Marine)	5500	7%	40	8%
Bognor Regis (Orchard)	6000	8%	42	8%
Bognor Regis (Pevensey)	6000	8%	50	10%
Bognor Regis (other)	-	-	6	1%
Eastergate	1000	1%	14	3%
Felpham	10000	13%	49	9%
Middleton-on-Sea	5000	6%	27	5%
Pagham	7500	9%	52	10%
Westergate	1000	1%	13	3%
Yapton	6000	8%	24	5%
Other	-	-	4	1%
	80000	-	519	-

The data provided in these responses were analysed as overall (frequency) results and a series of cross tabulations created to explore any relationship between responses and age, gender, employment status, location and other factors.

A response of 519 surveys gives the findings a confidence interval of +/- 4.3% at the 95% confidence level. Using statistical rules, we can be 95% confident that our research findings have a potential variance of no more than plus or minus 4.3% from the figure shown. An explanation is provided below:

Confidence levels:

This indicates how representative findings are of the resident body as a whole. In this instance we have used 95% confidence levels – or put more simply– this requires that the chances of the sample group reflecting the wider resident population will be 95 out of 100. The confidence level is essentially a fixed value which must be looked at in conjunction with standard error.

Standard error:

‘Standard error’ demonstrates how answers provided by sampled residents potentially vary from the responses that would be obtained if all residents had responded. In the research industry, commonly accepted levels of error are +/- 5% and +/- 3%. In this work, +/- 4.3% was achieved. This means, for example, that if the observed statistic for any question is 50%, then if the research was repeated, this percentage will be no less than 45.7% and no more than 54.3%. The standard error is calculated on the basis of the total number of possible respondents and the number that have responded to the survey.

We have reported throughout where any significant statistical differences appear from our analysis of the data by various cross-tabulations. The key findings presented are statistically significant unless indicated otherwise.

The results are highlighted using a combination of charts and tables. In some instances, responses to ordinal questions (such as satisfaction scales) have been combined to aid interpretation. Where this has occurred it has been highlighted within the report. Similarly, on some occasions responses have been converted into average (mean) scores.

The survey was created primarily by Arun District Council in consultation with the developers, with input from Qa Research. A copy of the questionnaire can be found in the appendix of this report.

4. Key findings

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

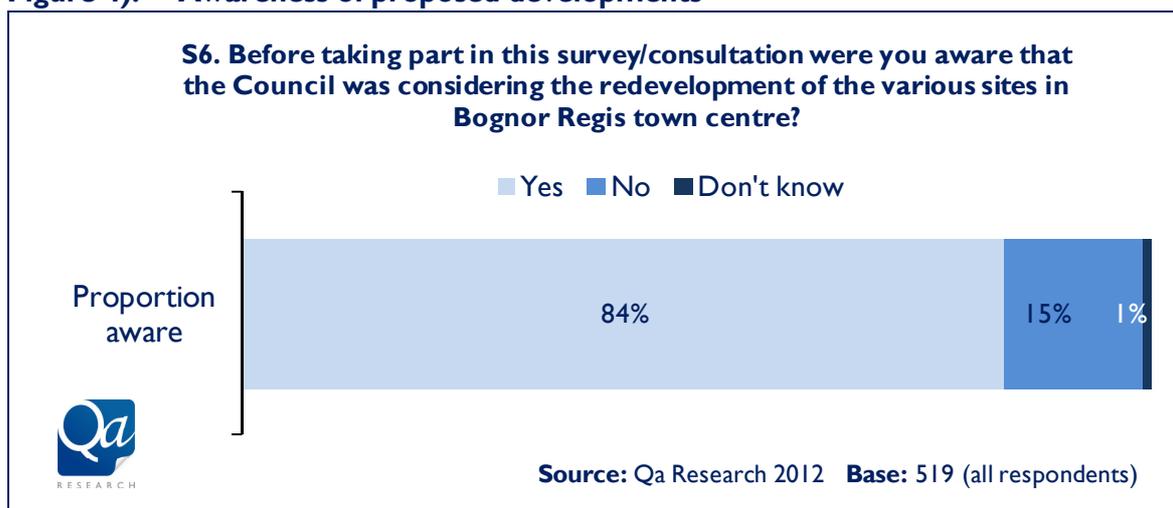
- Respondent profile and awareness of developments
- Attitudes and preferences toward the Alexandra Theatre proposals
- Attitudes and preferences toward the Regis Centre Site proposals
- Attitudes and preferences toward the Hothampton Site proposals
- Overall attitudes toward the scheme

4.1 Respondent profile

The demographic characteristics of respondents are highlighted in figures 2 and 3. However numerous other questions were asked regarding respondents' frequency of visiting the town centre, whether or not respondents work within the town centre and whether respondents had taken part in any previous consultations regarding the proposed developments.

The following chart demonstrates the proportion of respondents who were aware of the proposed developments before taking part in the survey:

Figure 4). Awareness of proposed developments



The majority of respondents (84%) indicated they were aware of the development before taking part in the survey.

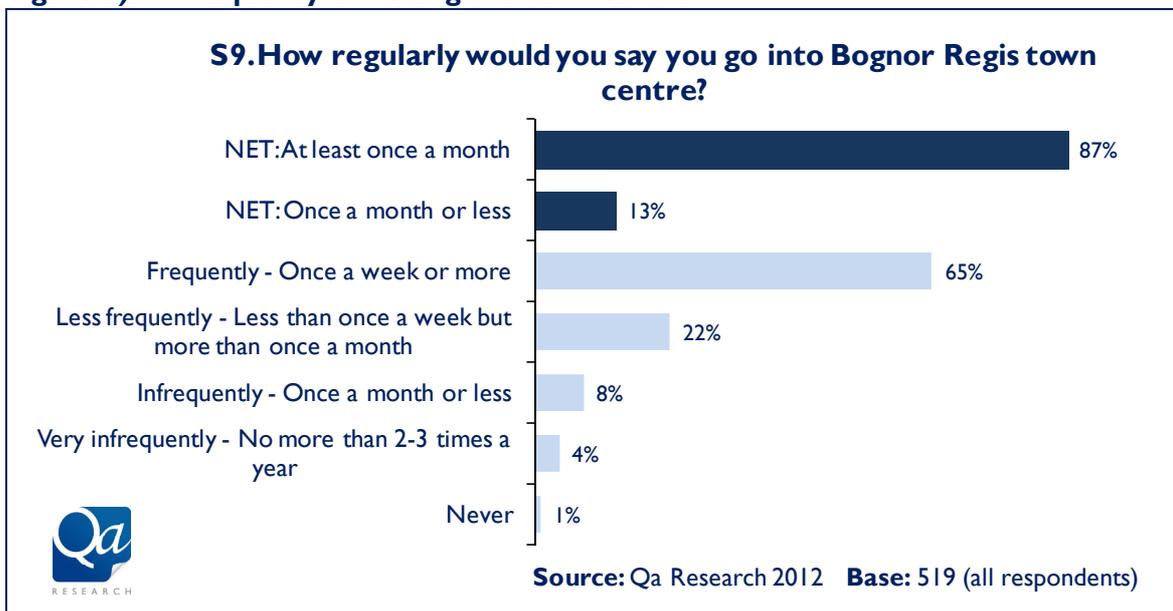
Middle aged respondents (aged 35-64) and older respondents (aged 65+) were significantly more likely to be aware of the changes (86% and 91% respectively) than the youngest respondents (aged under 35, 72%).

Retired individuals were the economic activity grouping most likely to be aware of the changes (91%), although given the high awareness among older respondents this is unsurprising.

Unsurprisingly, frequent visitors to Bognor Regis town centre (those going into the town centre more than once a month) were significantly more likely to be aware of the developments than less regular visitors (86% compared to 70%).

The following chart details the frequency with which respondents to the survey are visiting the town centre:

Figure 5). Frequency of visiting the town centre

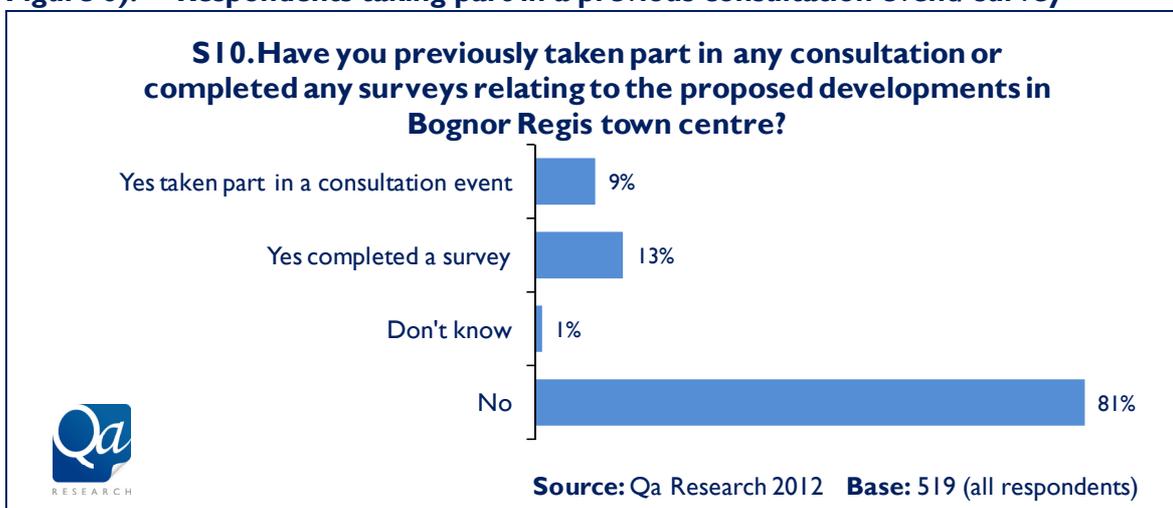


Around two thirds (65%) of respondents indicated that they were visiting the town centre at least once a week or more. Just over a tenth (13%) of respondents were visiting the town centre once a month or less.

Individuals who do not work were more likely to indicate they were frequent (at least once a week) visitors of the town centre than individuals currently in work (72% compared 59%). The obvious exception to this was individuals who work in Bognor Regis. Around a fifth of all respondents (20%) indicated they were working in Bognor Regis, this represented 38% of the working respondents. Among these respondents, 89% indicated they visited the town centre at least once a week.

The final chart in this section looks at the proportion of respondents who have taken part in a consultation event or postal survey prior to taking part in the face to face survey:

Figure 6). Respondents taking part in a previous consultation event/ survey



Whilst the majority of respondents had not taken part in any previous consultation activity (81%) around a fifth of respondents (18%) had taken part in a consultation event and/ or a consultation survey, a small minority of respondents (4%) had completed another survey and attended a meeting.

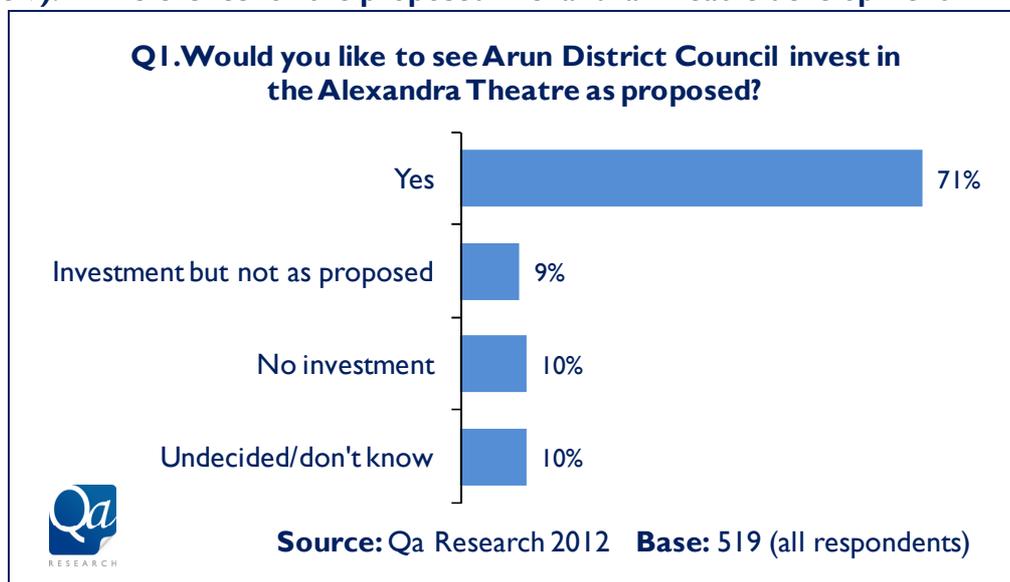
The oldest respondents (aged 65+) were those most likely to have attended a previous consultation event (17%) or completed another consultation survey (20%). It should be borne in mind that this age group may be more likely to consist of respondents with particularly strong views when interpreting any differences by age which occur in the remainder of this report.

4.2 Attitudes and preferences toward the Alexandra Theatre proposals

In this section we explore respondents' priorities for the re-development of Alexandra Theatre.

The first chart highlights respondents' preference for the proposed Alexandra Theatre development:

Figure 7). Preference for the proposed Alexandra Theatre development



Just less than three quarters (71%) of respondents wanted to see the proposed developments with regards the Alexandra Theatre take place. A minority of respondents (9%) agreed the need for investment but felt the development should differ from that proposed. A tenth (10%) of respondents were opposed to any investment in the area.

There were significant differences in the response to this question by age. Older respondents (those aged 65+) were significantly more likely to wish to see no investment at all (20%), compared to younger groups (under 25: 8% and 35-64: 6%), with these younger age groups more likely to agree with the proposed development plans (74% agreement) than the oldest age group (62% agreement).

Respondents who had taken part in the previous consultations were significantly less likely to agree with the proposed developments; among those who had attended a consultation event, 61% agreed with the proposed developments for Alexandra Theatre, among those who had completed a previous survey this figure fell to 49%. In the previous section the link between age and participation in previous consultations was demonstrated. It is worth bearing in mind that the views of the older residents are potentially more likely to be influenced by those with particularly

strong views on the proposals. This was a pattern that consistently repeated throughout this report.

Those who visit the town centre very infrequently (only 2-3 times per year) were significantly less likely to agree with the proposals than more frequent visitors (42% to 73%). This was mainly down to the high proportion of infrequent visitors who indicated they were undecided as to whether they agreed with the developments (37%). Despite this, it is still important to indicate that among less frequent visitors (those visiting once a month or less) agreement with the proposed changes was still the majority response (60%).

Those respondents who agreed with the need for investment but not the proposed developments were asked to describe the developments they would like to see. Many agreed that the theatre needed refurbishing or redeveloping (18 individuals) but disagreed with the scope of the changes or the conditions attached to the development. A number of individuals had concerns about the fact that a cinema would be built (7 individuals), and despite being made aware of the need to develop the cinema in order to attract investment, expressed a desire to see investment in the form of an ice-rink (8 individuals) or bowling alley (9). Other suggestions included more parking facilities (2), improvements to the appearance of the building (3), more entertainment or leisure facilities (5), as well as increasing the eating facilities (4).

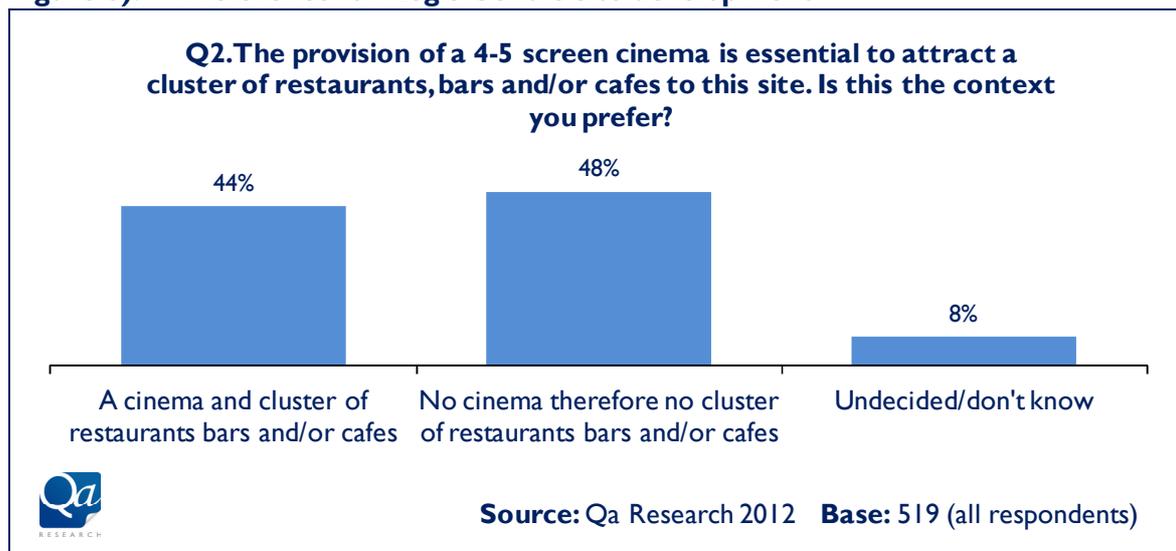
4.3 Attitudes and preferences toward the Regis Centre Site proposals

All respondents were asked to provide their views on the proposed developments at the Regis Centre site. As part of the survey, information was provided on the proposed developments in this area, together with show cards and graphics which aimed to give respondents an idea of what the proposed developments would look like.

The current proposals include a new 80 bedroom hotel and 2,350 sqm (25,300 sqft) of restaurants/cafés arranged around a new public square facing the seafront, anchored by a modern 4-5 screen cinema.

Initially respondents were asked to indicate their preference for the proposed development, given that the investment could not take place without the development of a cinema on the site:

Figure 8). Preference for Regis Centre site development



Preference for the proposed development on the Regis Centre site was evenly split between those in favour of the new cinema and a cluster of restaurants, bars and cafes (44%) and those against (48%).

Those who were in favour of the Alexandra Theatre development were more likely to be in favour of the Regis Site proposals (54%), than those against the Theatre development (14%).

Younger respondents were significantly more likely to be in favour of the proposed changes, with the proportion of respondents in favour decreasing in line with age. Among 16-34 year olds over half (52%) were in favour of the proposals, this fell to 45% among 35-64 year olds and 35% among those aged 65+. The level of opposition to the proposals increased with age, with 41% among 16-34 year olds, 48% among 35-64 year olds and 56% of those aged 65+ opposed to the proposals. There was little significant difference between the age groups in terms of those undecided.

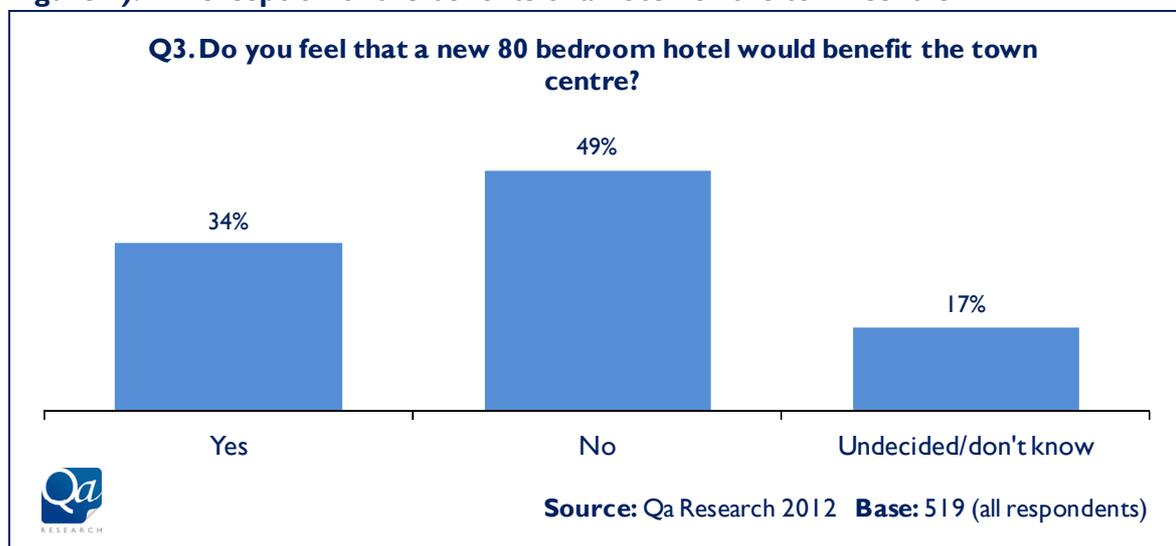
Given the large differences in preference levels between the various age groups, it was unsurprising to note that working individuals were more likely to be in favour of the changes than those retired (49% to 32%).

Those who were unaware of the proposed changes prior to taking part in the survey were also more likely to be in favour of the proposed changes (63%) compared to those who were aware (41%). One possible explanation for this difference could be that those groups against the proposals have been particularly vocal in raising their objections to the scheme, and this has influenced people's views, although further research would need to be undertaken to confirm this.

Whilst the difference was not large enough to be statistically significant, it did appear that less frequent visitors to the town centre (once a month or less) were more likely than frequent visitors to agree with the proposed changes (51% to 43%).

Respondents were also asked to indicate whether they felt that a new hotel would benefit the Town Centre. The following chart highlights the results:

Figure 9). Perception of the benefits of a hotel for the town centre

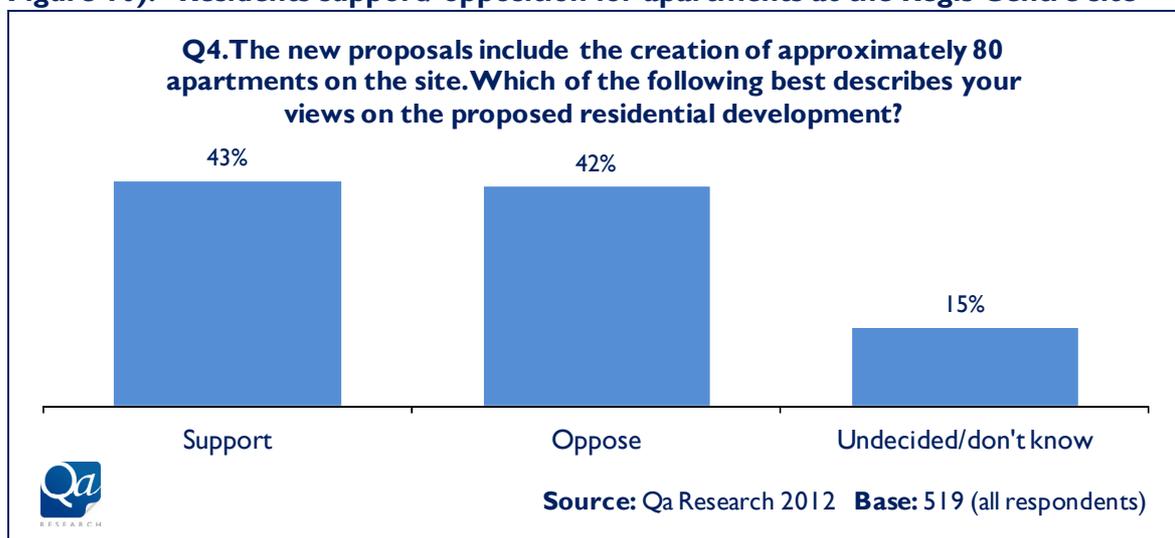


Just under half (49%) of all respondents did not feel a new hotel would benefit the town centre whilst around a third feel it would be of benefit. However, there was still no absolute majority either for or against the proposed development. .

Whilst older respondents were more likely to indicate they felt the hotel development would not benefit the town (65+: 55% saying 'no benefit'; compared to 16-34: 37% saying 'no benefit'), this was mainly down to the higher proportion of younger respondents who were unsure about the proposed hotel development (25% of 16-34 year olds were unsure).

The Regis Centre developments also include the development of around 80 residential apartments at the site. Respondents indicated the extent to which they supported or opposed these developments, after it had been explained that the Alexandra Theatre investment would in part be funded by the building of the residential apartments. The following chart highlights the results:

Figure 10). Residents support/ opposition for apartments at the Regis Centre site



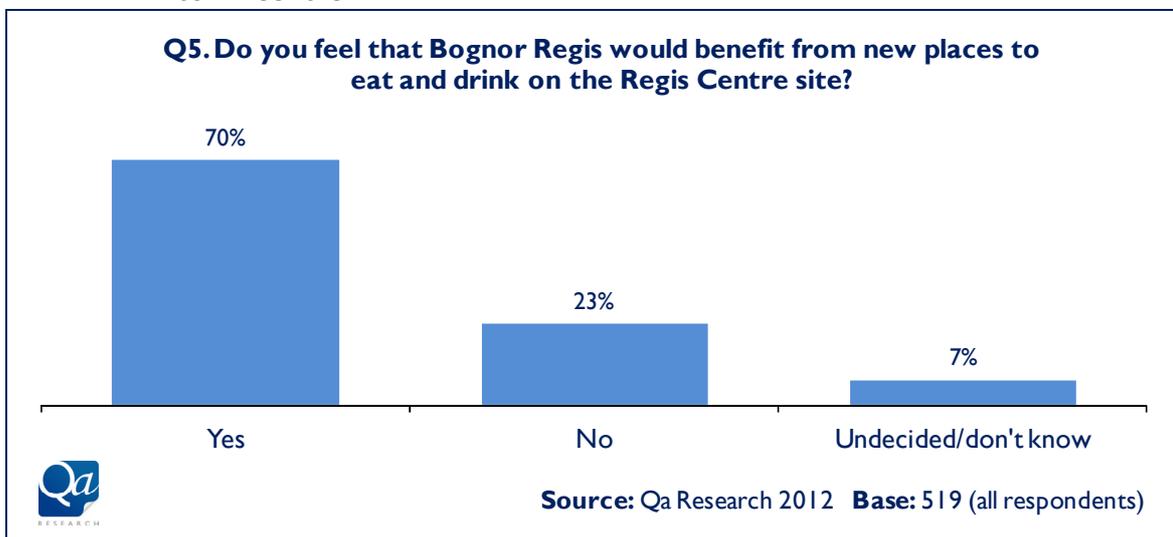
Respondents were evenly split between support (43%) and opposition (42%) for the development of apartments at the Regis Centre site.

Given the link between investment in the Theatre and the creation of the apartments, it was unsurprising to find that respondents in favour of the investment in the Theatre were significantly more likely to support the building of 80 apartments (52%), compared to those against the proposed Theatre investment (18%). Although it should be noted that around a third of residents (35%) who supported the proposed Theatre investment, still opposed the building of the apartments, or, put another way, over half (59%) of all those opposed to the residential apartments at the Regis Centre site still wished to see investment in the Alexandra Theatre.

As respondents' age increased, so did the likelihood of opposing the apartment building proposals. Among the youngest respondents (16-34) over half (52%) were in favour of the apartments, compared to 44% of 35-36 year olds and 34% of those aged 65+.

Part of the proposed development for the Regis Centre site includes the provision of a variety of bars, cafes and restaurants along the ground and first floor level of the development. Respondents were also asked to indicate whether they felt that the Town Centre would benefit from additional places to eat and drink on the Regis Centre site:

Figure 11). Perception of the benefits of additional places to eat and drink for the town centre



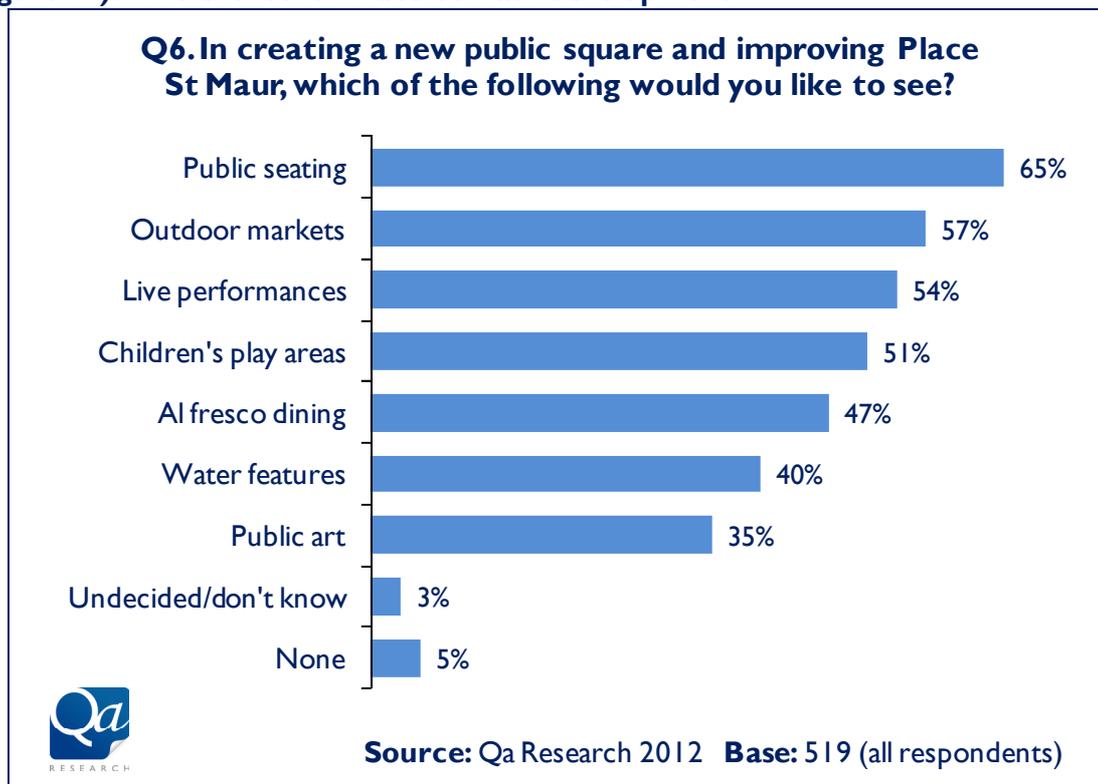
There was a clear perception among the majority (70%) of respondents that the town centre would benefit from new places to eat and drink.

The majority of respondents (71%) under the age of 65 felt the provision of new places to eat and drink would benefit the town centre. Whilst over half (55%) of respondents aged 65+ felt there would be benefits, this was significantly less than younger individuals.

Those who lived over 3 miles from the town centre were particularly likely to feel there would be benefits in having new places to eat and drink (80%), alongside those that visited the town centre less frequently (less than once a week but more than once a month, 79%). This suggests a focus on improving the provision of places to eat and drink may attract more people into the town centre.

Individuals also indicated their preferences for the improvement of Place St Maur, as part of the Regis Centre site development. Respondents selected the improvements they would like to see:

Figure 12). Preference for Place St Maur development



On average, each respondent selected around 3.5 particular elements that they would like to see as part of an improvement of Place St Maur. The most popular improvement was the provision of public seating, selected by around two thirds of respondents (65%). Over half of all respondents also wished to see outdoor markets (57%), live performances (54%) and children's play areas (51%).

The least selected option was public art; around a third (35%) of respondents indicated they would like to see public art as part of the Place St Maur improvements.

Unsurprisingly children's play areas were more likely to be preferred by respondents aged 16-34 (61%) and 35-64 (52%) compared to respondents aged 65+ (40%). This was most likely a result of younger respondents being more likely to have children who would make use of the play areas. Similarly, female respondents were more likely to indicate children's play areas than males (55% to 46%).

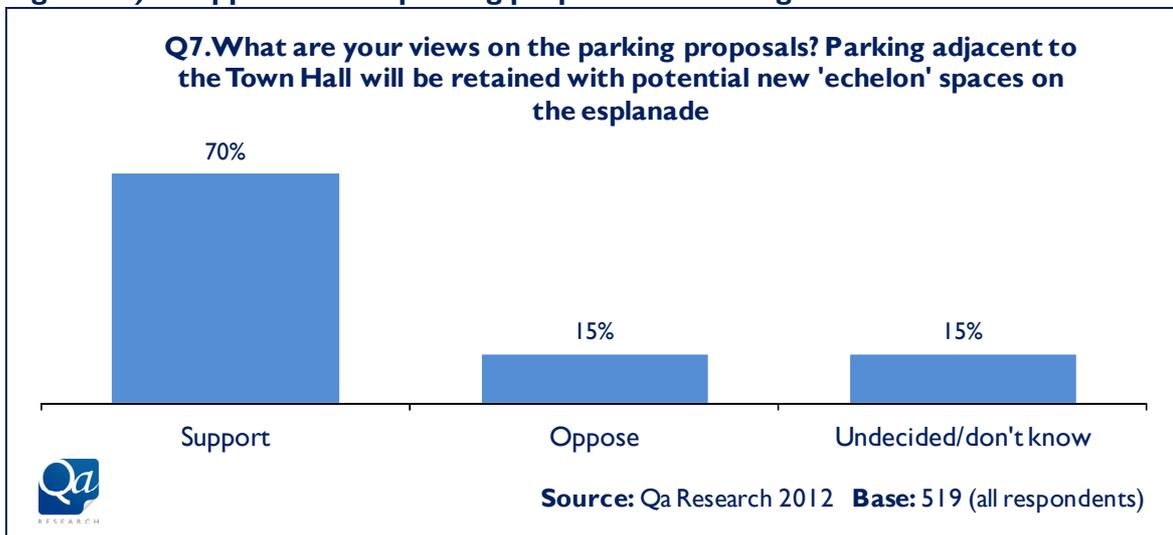
Frequent visitors to Bognor Regis (those visiting more than once a month), were more likely to indicate that children's play areas (53%) and live performances (55%) would be desirable than less frequent visitors (37% and 44% respectively). With more frequent visitors also more likely to select a greater range of improvements (average of 3.6 compared to 3.2).

The final chart in this sub-section highlights the support among residents for the parking provision provided as part of the Regis Centre site developments.

The developments include proposals for retaining the parking next to the Town Hall with additional parking provided along the esplanade.

The following chart highlights the level of support for the parking proposals. It must be noted that this question did not address the quantity of car parking available in the town centre in general, and was focused specifically on the parking proposals relating to the Regis Centre site. Additional consultation undertaken separately to this survey has indicated that adequate car parking is of particular concern to town centre visitors and residents.

Figure 13). Support for the parking proposals at the Regis Centre site



The majority of respondents (70%) supported the parking proposals, with just 15% of respondents opposing the proposals and 15% unsure.

Similar to many of the previous responses, respondents aged 65+ were significantly less likely to support the parking proposals (59%), than respondents aged 35-64 (72%) and respondents aged 16-34 (78%). However this question did not make reference to the quantity of car parking so should not be taken as an indication of support for a loss of car parking but can be viewed as support for echelon car parking in the seafront

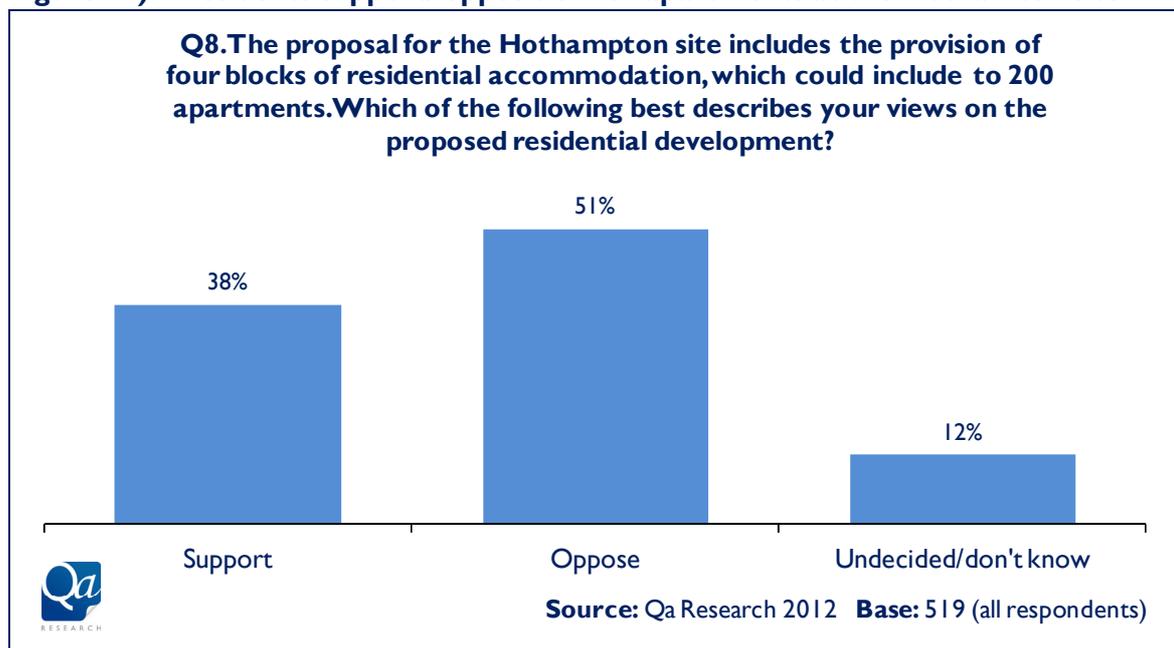
4.4 Attitudes and preferences toward the Hothamton Site proposals

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

Residents were asked to indicate their views on a variety of elements related to the Hothamton proposals.

Initially residents were asked to indicate their level of support for the proposal to build approximately 200 residential apartments at the site. The following chart demonstrates the breakdown in results:

Figure 14). Residents support/ opposition for apartments at the Hothamton site

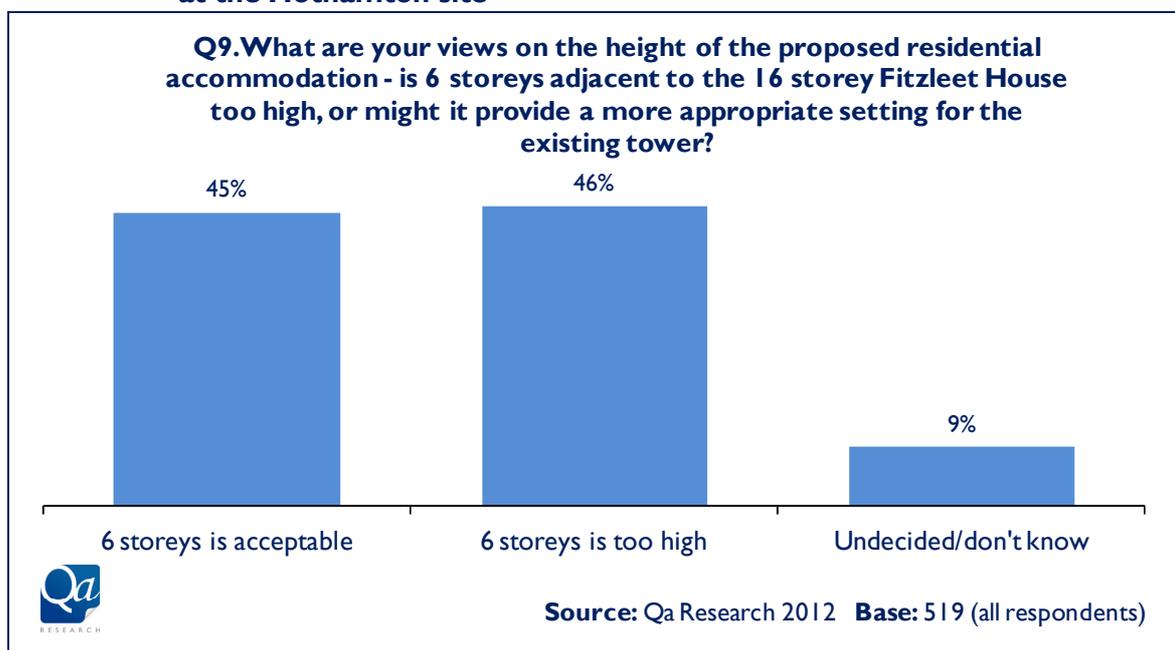


Opposition to the proposed residential development at the Hothamton site was greater than that against the proposed residential development at the Regis Centre site (51% compared to 42%). Over a third of respondents supported the proposed residential developments at the Hothamton site (38%). Despite this, three fifths (60%) of those opposed to the residential development at the Hothamton site also wished to see the investment in the Alexandra Theatre.

The breakdown of responses by respondents' demographic group was similar to that seen for responses to the question regarding support for residential development at the Regis Centre site. Younger respondents were significantly more likely to be in favour of the proposed residential development. Indeed among the youngest age group (16-34 year olds) support for the development outweighed opposition (45% to 40%). Opposition was higher among 35-64 year olds (51% opposed) and those aged 65+ (59% opposed).

Respondents were then asked to provide their views on the height of the proposed residential development. The following chart demonstrates the results:

Figure 15). Residents views on the height of the proposed residential development at the Hothampton site



There was an even split between those who felt that 6 storeys was too high (46%) and those who felt that 6 storeys was acceptable (45%).

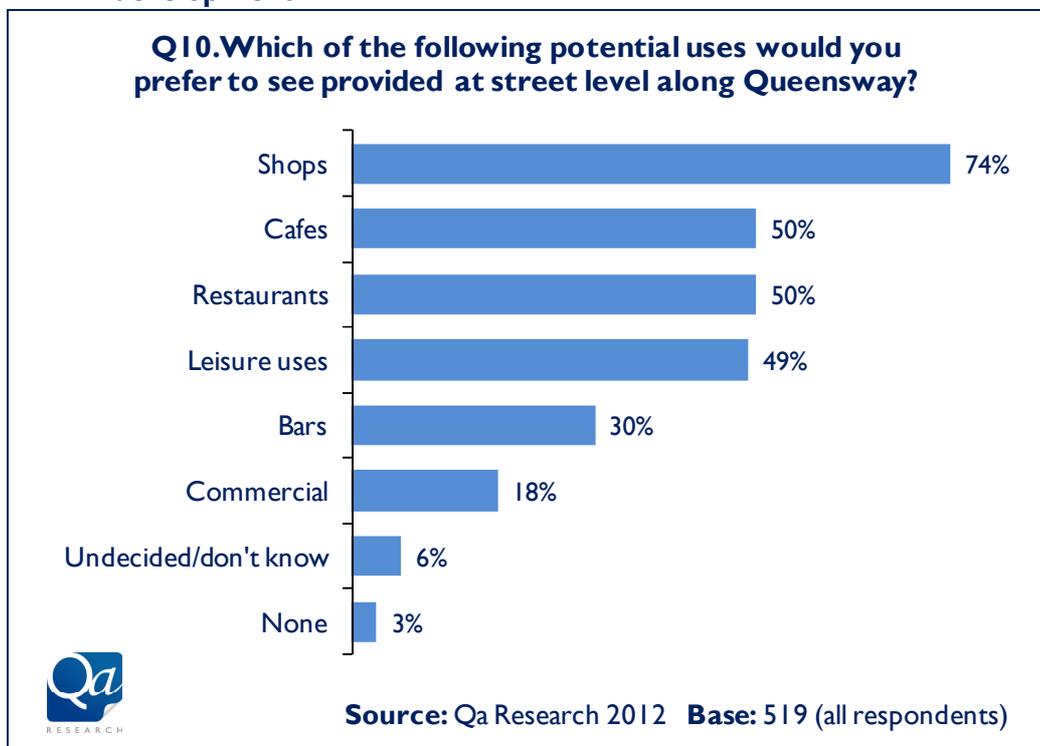
Those who supported the residential developments at the Hothampton site were more likely to feel that 6 storeys are acceptable (77%), compared to those who opposed residential development (22%). Given the greater likelihood of support for residential development among the younger age groups, it was unsurprising to find that younger respondents were more likely to feel that 6 stories is acceptable than older respondents (aged 16-35: 53%, 25-64: 46%, aged 65+: 35% felt 6 storeys were acceptable).

The long term sick or disabled residents were more likely to feel that 6 storeys is too high compared to working respondents (67% compared to 39%), which could be as a result of mobility issues and accessibility concerns among this group. However further research would need to be undertaken to confirm this.

Respondents living within one mile of the town centre were more likely feel that 6 storeys is too high compared to those living over 3 miles from the town centre (51% compared to 37%).

The development at the Hothamton site includes the possibility of providing a variety of retail and/ or leisure uses at the ground floor of the development along Queensway. Respondents were asked to indicate their preference for the potential uses that could be provided at street level:

Figure 16). Preference for land use at street level as part of the Hothamton development



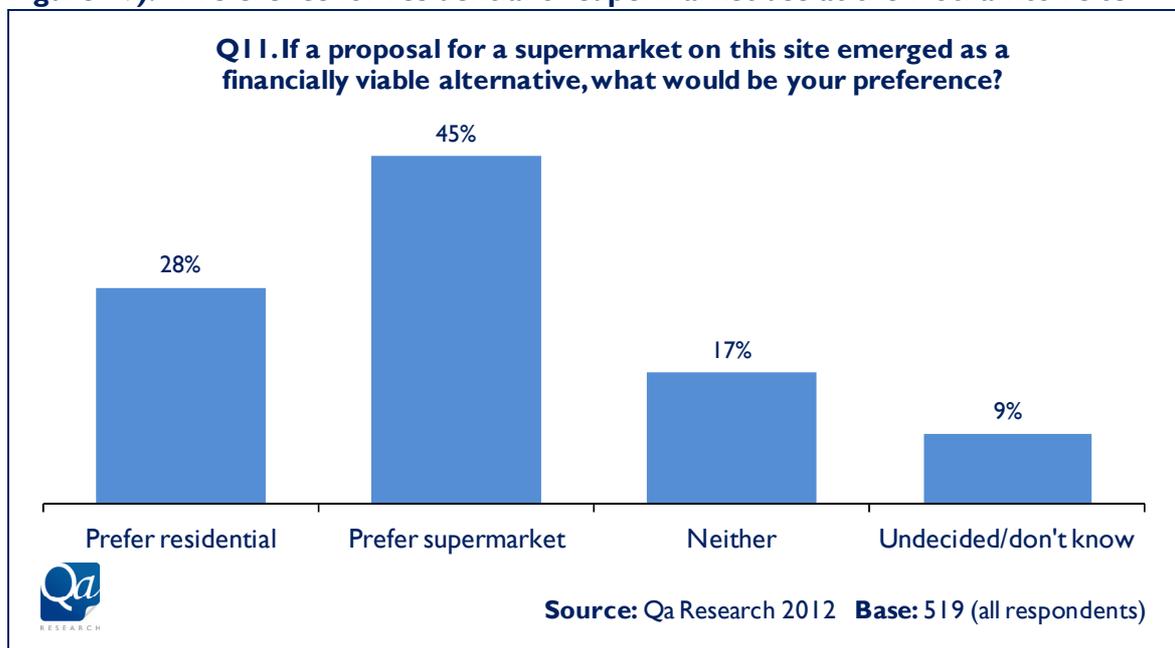
Three quarters (74%) of all respondents wanted to see shops provided along Queensway. Around half of all respondents indicated a preference for cafes (50%); restaurants (50%) and leisure use (49%). Under a third of respondents expressed a preference to see bars (30%), with commercial usage selected least frequently (18%).

The youngest respondents (aged 16-34) were those most likely to select leisure uses (60%), bars (39%) and restaurants (58%). Middle aged respondents (aged 35-64) were those most likely to select cafes (58%).

Those living within the town centre or within 1-3 miles of the centre were significant more likely to want commercial uses than those living over 3 miles from the town centre (23% and 20% to 8%). Those living between 1 and 3 miles from the centre selected shops with the greatest frequency (80%), along with bars (35%).

The final question relating to the Hothampton site related to individuals preference for a supermarket at the site. Should there be adequate interest, there is the potential for a supermarket to be offered in place of the residential development. The following chart demonstrates respondents' preference for residential or supermarket use:

Figure 17). Preference for residential or supermarket use at the Hothampton site



Just under half of all respondents (45%) indicated a preference for a supermarket over a residential development at the Hothampton site. Preference for the residential development stood at 28%. A minority of respondents indicated a preference for neither (17%).

As a general trend, those supporting the other developments elsewhere in the town were generally more likely to support residential developments, whereas those opposed to the developments elsewhere were more likely to express a preference for either a supermarket or neither a supermarket nor residential development.

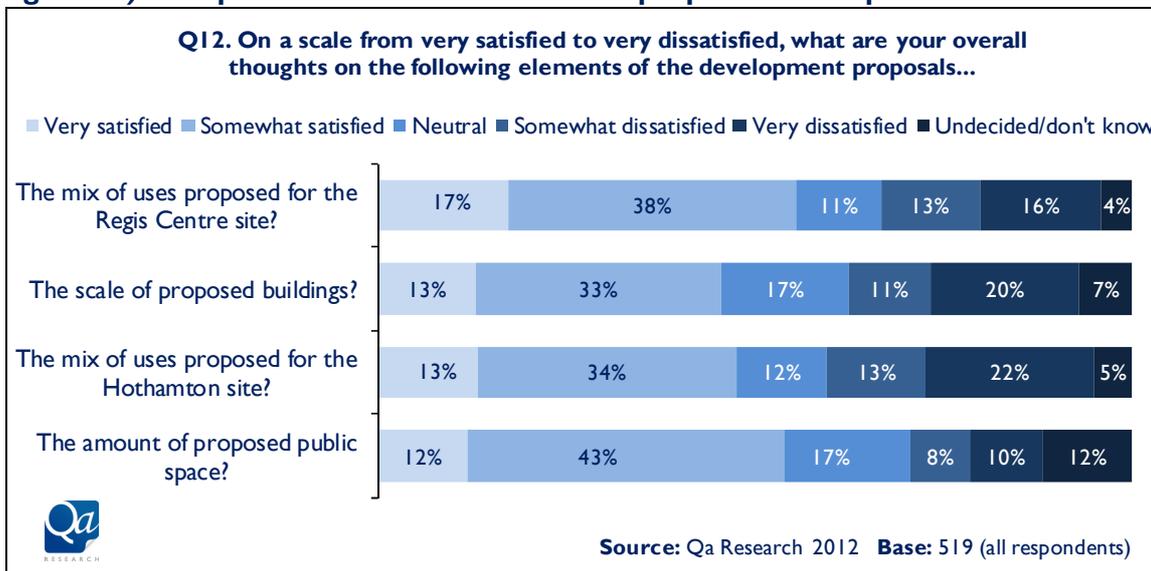
The oldest respondents (aged 65+) were those most likely to want a supermarket development (54%), they were also the respondents most in favour of seeing neither a residential nor supermarket development at the Hothampton site (23%).

4.5 Overall attitudes toward the scheme

The final section of this report concerns respondents responses to a series of attitudinal questions designed to measure respondents views on the proposals as a whole.

Respondents were asked to indicate their level of satisfaction with a number of elements of the proposed developments. The following chart demonstrates the results:

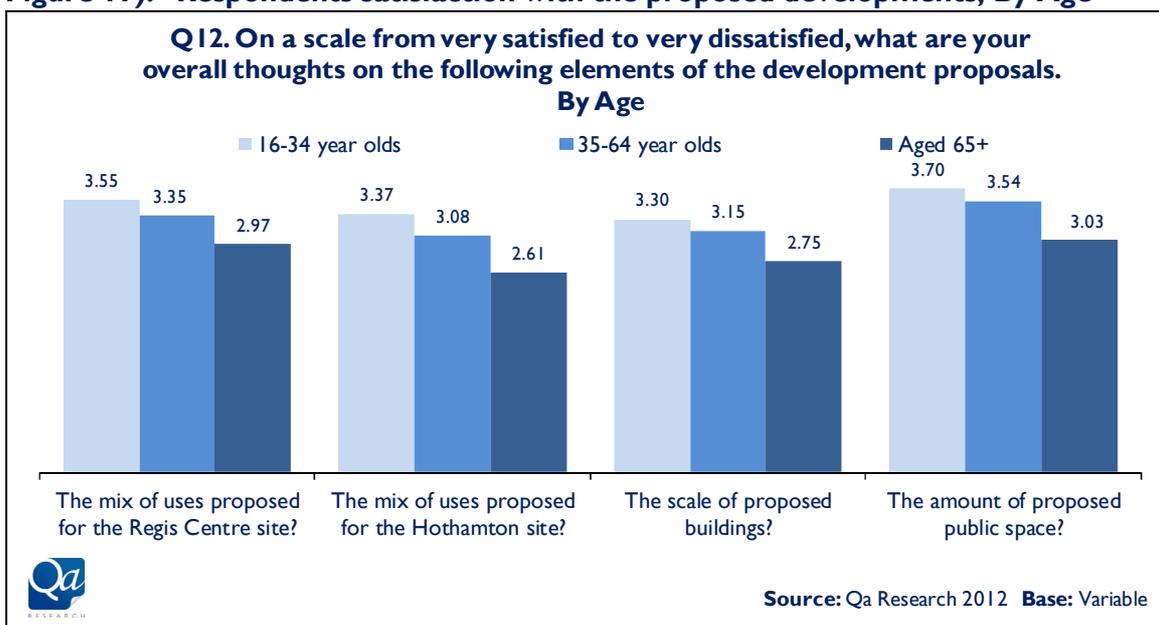
Figure 18). Respondents satisfaction with the proposed developments



Respondents were generally more satisfied with the proposals suggested for the Regis Centre site (55% at least 'satisfied'), than those suggested for the Hothamton site (47% at least 'satisfied'). Given that a greater proportion of respondents indicated opposition for the residential development at the Hothamton site than at the Regis Centre site, this was unsurprising.

In general, younger respondents had a tendency to be more satisfied with each element of the proposed developments than older respondents. The following chart demonstrates this by comparing the average (mean) satisfaction scores with each element across the various age groups. A higher average score indicates increased satisfaction:

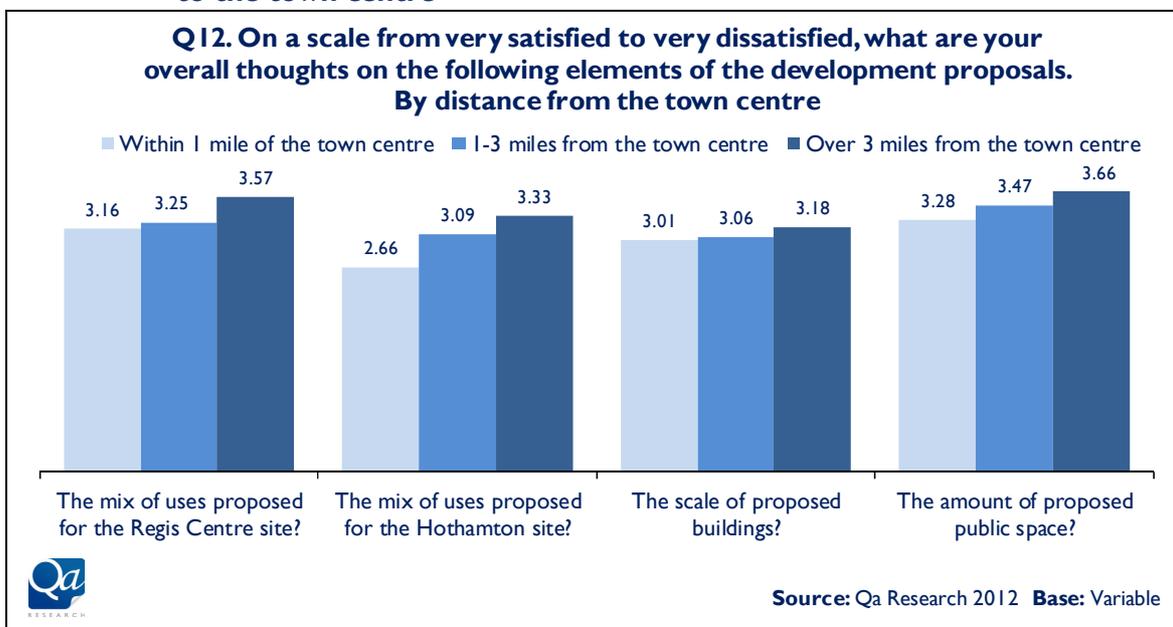
Figure 19). Respondents satisfaction with the proposed developments, By Age



As the chart demonstrates the lowest satisfaction levels are among those individuals aged 65+, particularly when looking at the level of satisfaction with the mix of uses proposed for the Hothamton site (average satisfaction level of 2.61 among 65+).

There was also a large difference in satisfaction levels dependent on individuals' proximity to the town centre, as the following chart demonstrates:

Figure 20). Respondents satisfaction with the proposed developments, by distance to the town centre

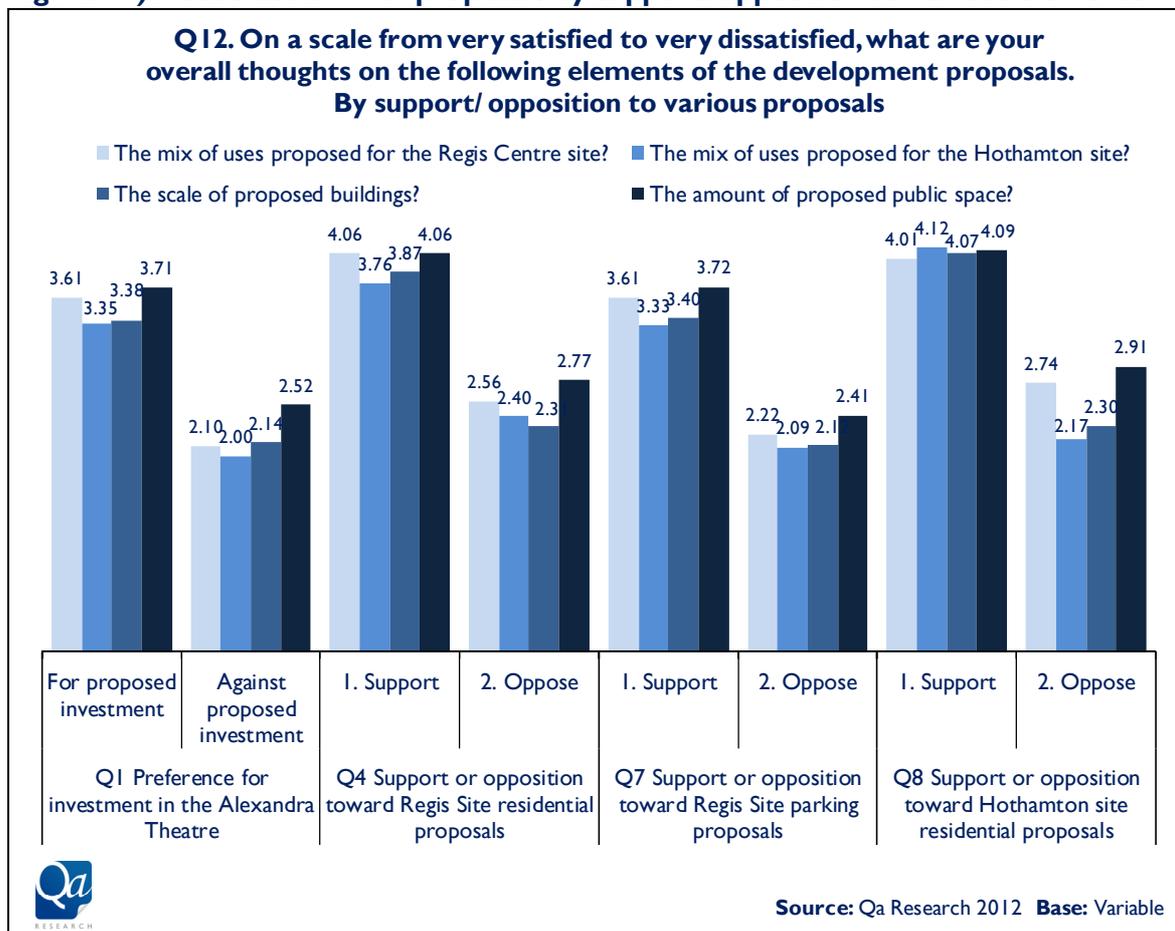


Individuals who live closest to the town centre generally demonstrated lower satisfaction levels than those living further away from the centre. Although it should be noted that individuals living over 3 miles from the town centre were generally more likely to respond 'don't know' or neutral to Q12, and this is likely influencing their average satisfaction scores. Nevertheless, there does appear to be a significant relationship between satisfaction levels and proximity to the town centre.

In part this relationship might be explained by the slightly higher number of individuals aged 65+ among those living within 1 mile of the Town Centre. As has been demonstrated, older individuals were more likely to exhibit higher dissatisfaction scores, and this could be influencing the results.

The following chart demonstrates how satisfaction levels are associated with support or opposition to the various proposals. The chart shows the differences in average (mean) satisfaction scores for respondents who supported or opposed the various proposals:

Figure 21). Satisfaction with proposals by support/ opposition to various elements



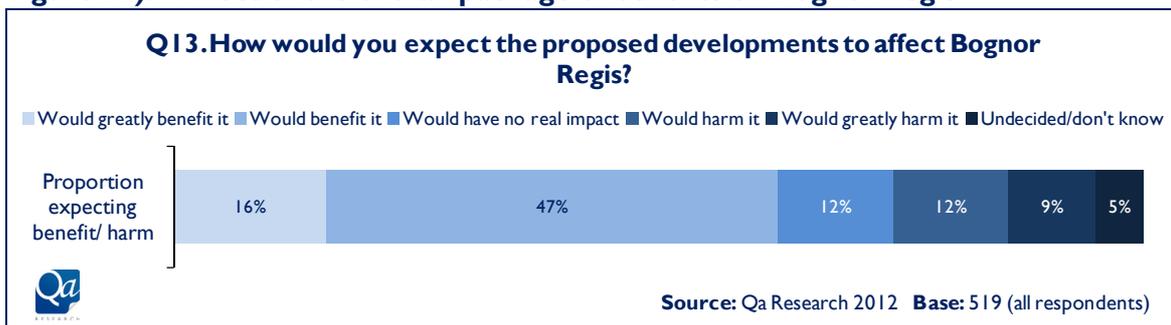
As the chart demonstrates, among those who support the various elements of the scheme, satisfaction levels with all the elements are much higher.

Satisfaction levels with each of the various elements were generally highest among those who support the Hothampton scheme. There was an average satisfaction score of 4.12 with the mix of uses proposed for the Hothampton site among those who support the developments at this site.

Whilst satisfaction levels with the amount of proposed public space did vary dependent on support or opposition for the various proposals, the difference in satisfaction levels between those who supported and opposed the proposed developments was lowest for this element, suggesting the proposals as they currently stand are having less of an impact on individuals dissatisfaction with the amount of public space.

Individuals were also asked to rate the overall package of development proposals in terms of how they felt the proposals would affect Bognor Regis. The following chart highlights the results:

Figure 22). Affect of the overall package of benefits on Bognor Regis



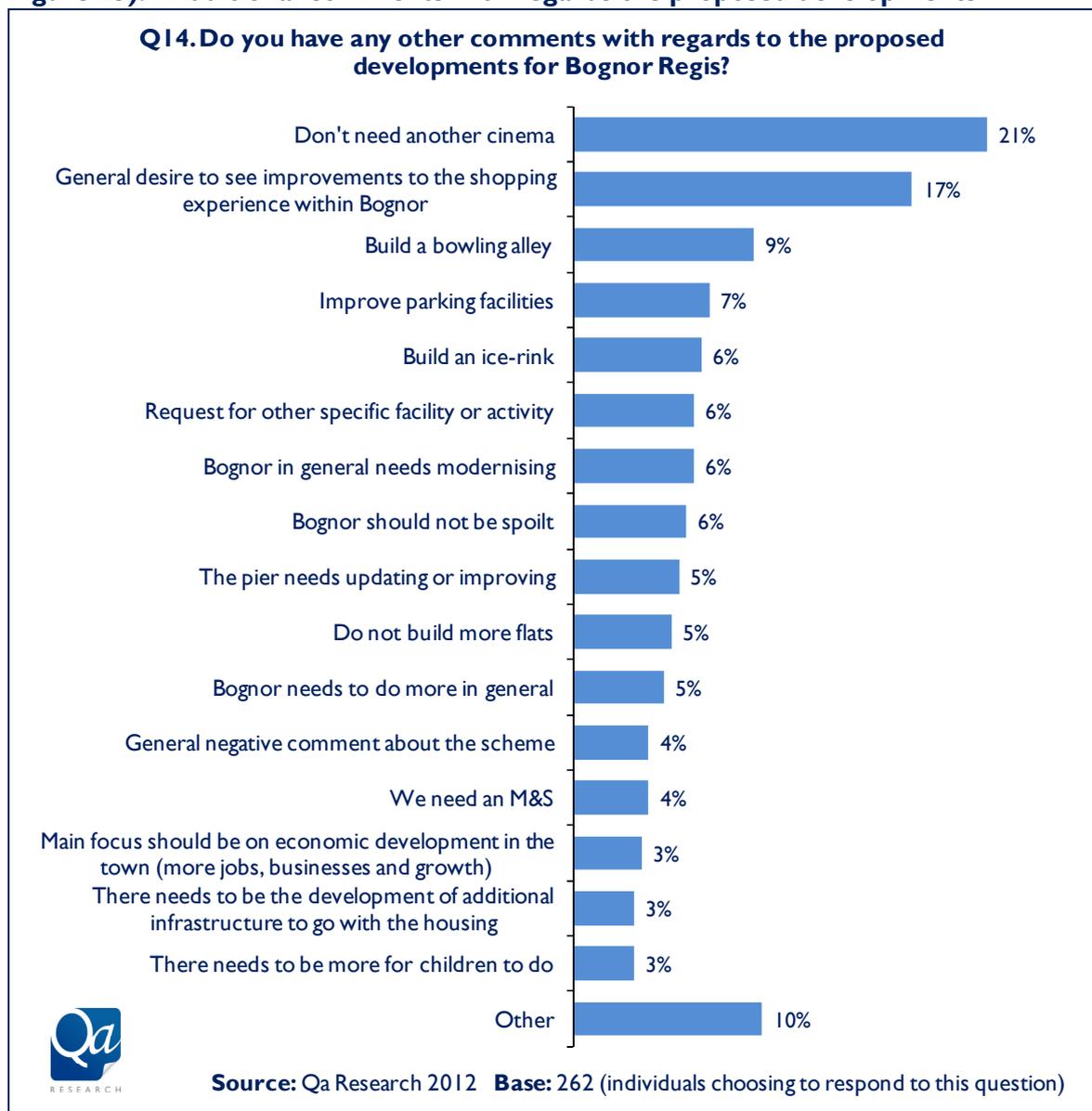
Overall just under two thirds of respondents (63%) expected the proposed developments to benefit Bognor Regis, with 16% feeling the proposals would greatly benefit the town. Around a fifth of respondents (21%) felt the proposals would harm the town.

As expected, the youngest respondents were those most likely to feel the developments would benefit the town. Over two thirds of 16-34 year olds (69%) indicated the developments would benefit the town, compared to 64% of 35-64 year olds and 56% of those aged 65+.

Frequency of visiting the town centre appeared to be having little impact on participants' responses to this question, alongside the proximity of respondents to the town centre.

The final chart of this report highlights individuals' responses to an open question at the end of the survey, which aimed to capture any additional comments from individuals regarding the proposed developments. During the analysis phases similar responses were grouped into categories, for ease of analysis:

Figure 23). Additional comments with regards the proposed developments



Around half (50%) of all respondents provided an additional comment at the end of the survey.

The most often provided comment related to residents indicating their desire not to have another cinema in the town (21%), many individuals highlighted how the existing cinema was adequate for their needs, and how it added to the attraction of the town:

'I'd rather keep our small 'Picturedrome' it's very old and iconic.'

'We need investment, but keep our cinema. There are very few small cinemas left in the country.'

'Our little cinema is quaint - not many left, if you want a multiplex you only have to go to Chichester.'

Similarly, a number of individuals highlighted how they would prefer to see other developments such as a bowling alley (9%) or ice rink (6%) in place of the Cinema:

'We need more shops and cafés, but not at the expense of our cinema. Why can't we leave that alone and add a bowling alley or ice rink instead?'

'They should consider bowling, ice rink, skate park instead of cinema. Better quality shops.'

The need to improve the retail offering in the town was mentioned by many respondents (17%). The need for more 'quality' shops was seen as particularly important, often in preference to the building of flats:

'No more flats. Nicer, smaller independent shops and M&S in Bognor.'

'There are too many flats, the pier needs all doing up and more along the seafront. [We need] better quality shops.'

'[We need] quality shops. Too run down. State of pavements is a disgrace.'

There were numerous other more general comments relating to the need to promote economic growth within the town:

'Need more jobs, need to invest money in the people.'

These included comments highlighting the need to attract visitors from outside the town:

'We need some life put back into Bognor, like live entertainment, big names, something to bring people to Bognor.'

'I hope [the development] brings more people to the town.'

'I do not think Bognor would benefit from a new theatre. It needs something to attract families, other than a theatre, something for everyone to enjoy.'

'They need to sort out the public transport. It doesn't matter what they do to the town if I can't get there and back easily I won't go anywhere.'

And generally smarten the town centre up:

'Bognor needs to be brought up to scratch – [at the moment it is] so off-putting.'

'Needs a facelift. What about the town centre shops?'

'As a small child I came to Bognor on holiday. However the town has deteriorated greatly and Bognor now looks a poor and dirty town with little to offer. I spend my money in Chichester as the atmosphere is greatly preferable.'

Whilst there were concerns from some individuals that the changes would 'commercialise' the town centre and lead to the centre losing its character, many individuals recognised the need for investment within the town:

'It needs updating. Also the pier needs updating, it looks run-down. But don't 'over-develop' it.'

'It needs developing but we need to keep it unspoilt, keep it as a traditional seaside town.'

5. Appendix

Bognor Regis Resident Survey - STAKE13-6237

Interviewer	Date of Interview DD/MM/YY
	_____DD _____MM _____YY
Time (Duration)	Survey Number (internal use)
Inputted (internal use)	Q-C (internal use)

Introduction:

Good morning/afternoon, my name is.....I am working for an independent research company called Qa Research on behalf of Arun District Council. The Council is currently working with St. Modwen Properties on the development of a number of sites within Bognor Regis including the Regis Centre site, Alexandra Theatre, and Hothamton. We are asking for your opinions on the principles of the scheme. There are no detailed designs at this stage. We would be grateful if you could spare a few minutes to answer some questions about the proposed development?

The survey I have should take no longer than 10 minutes of your time.

One of the aims of developing the town centre is to make the centre more attractive to visitors and residents alike, therefore we are interested in the views of people who regularly visit the town centre *and* those who don't currently visit.

Before we begin, I'd like to reassure you that this interview will be carried out according to the Market Research Society's Code of Conduct and all your answers and information you provide will be treated as anonymous and confidential in accordance with the Data Protection Act 1998.

INTERVIEWER NOTE: A number of individuals across the local area have been sent postal surveys to complete similar to this survey. If the respondent queries the reason for doing a face to face survey alongside the postal survey, please explain that the Council would like to maximise the opportunity for people to have their say on the proposed development, and is therefore offering a range of ways to get involved. The face 2 face survey is being undertaken with a much smaller number of people and is to give individuals who might not necessarily participate in the consultation an opportunity to take part.

If individuals have already completed a survey, but would also like to take part in a face to face consultation that is fine, please make sure that this is recorded at S10. If individuals do not wish to take part as a result of already completing the survey please make a note of this and record the address.

S1. Are you resident within the following shaded area?

[INTERVIEWER NOTE: Please use Showcard 4, this question only relevant when undertaking on-street interviews]

(S)

Yes	1	1
No	2	2

If 'NO' please thank respondents for their time and indicate that this survey is being undertaken with local Bognor Regis residents.

S2. In which of the following villages/ towns are you a resident? (S)
[INTERVIEWER NOTE: READ OUT]

Aldwick	1	1
Barnham	2	2
Bersted	3	3
Bognor Regis	4	4
Eastergate	5	5
Felpham	6	6
Middleton-on-Sea	7	7
Pagham	8	8
Westergate	9	9
Yapton	10)
Other	11	!

S3. Please could you tell me your postcode?
*This will be used for analysis purposes only.
It will not be used to identify you, or be passed on to any third parties*

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S4. Which of the following age groups do you fall into ? (S)
[INTERVIEWER NOTE: READ OUT]

16-24	1	1
25-34	2	2
35-44	3	3
45-54	4	4
55-64	5	5
65+	6	6
Refused	7	7

S5. Gender (DO NOT ASK) (S)

Male	1	1
Female	2	2

S6. Before taking part in this survey/ consultation were you aware that the Council was considering the redevelopment of the various sites in Bognor Regis town centre? (S)

Yes	1	1
No	2	2
Don't know	3	3

S7. Which of the following groups best describes your current economic activity ?			(S)
[INTERVIEWER NOTE: READ OUT]			
Working (full-time/part time, maternity leave, temporarily laid-off, self employed, any other type of paid work)	1	1	ASK S8
In education or on a government sponsored training scheme	2	2	
Retired	3	3	
Unemployed – available for work	4	4	
Long-term sick or disabled	5	5	
Looking after the home	6	6	
Other	7	7	

S8. Do you work in Bognor Regis?			(S)
Yes	1	1	
No	2	2	

S9. How regularly would you say you go into Bognor Regis town centre?			(S)
[INTERVIEWER NOTE: READ OUT code as appropriate]			
Frequently – Once a week or more	1	1	
Less frequently – Less than once a week but more than once a month	2	2	
Infrequently – Once a month or less	3	3	
Very infrequently – No more than 2-3 times a year	4	4	
Never	5	5	

S10. Have you previously taken part in any consultation or completed any surveys relating to the proposed developments in Bognor Regis town centre?			(M)
Yes – taken part in a consultation event	1	1	
Yes – completed a survey	2	2	
No	3	3	
Don't know	4	4	

The Alexandra Theatre Proposals (including Place St Maur) – Showcard 1

Q1. Would you like to see Arun District Council invest in the Alexandra Theatre as proposed?			(S)
Yes	1	1	ASK Q1A
Investment but not as proposed	2	2	
No investment	3	3	
Undecided/ don't know	4	4	

Q1a. What sort of investment would you like to see in Alexandra Theatre?

No comment 1

Regis Centre Site Proposals – Showcard 2

Q2. The provision of a 4-5 screen cinema is essential to attract a cluster of restaurants, bars and/or cafes to this site. In this context would you prefer:

(S)

A cinema and a cluster of restaurants, bars and/or cafes?	1	1
No cinema, therefore no cluster of restaurants, bars and/or cafes?	2	2
Undecided / don't know	3	3

Q3. Do you feel that a new 80 bedroom hotel would benefit the town centre?

(S)

Yes	1	1
No	2	2
Undecided/ don't know	3	3

Q4. The apartments will help fund other developments such as improvements to Alexandra Theatre. The new proposals include the creation of approximately 80 apartments on the site. Which of the following best describes your views on the proposed residential development?

(S)

Support	1	1
Oppose	2	2
Undecided / don't know	3	3

Q5. Do you feel that Bognor Regis would benefit from new places to eat and drink on the Regis Centre site?

(S)

Yes	1	1
No	2	2
Undecided/ don't know	3	3

Q6. In creating a new public square and improving Place St Maur, which of the following would you like to see? (M)
[INTERVIEWER NOTE: READ OUT select all that apply]

Al fresco dining	1	1
Outdoor markets	2	2
Public art	3	3
Public seating	4	4
Children's play areas	5	5
Live performances	6	6
Water features	7	7
None	8	8
Undecided / don't know	9	9

Q7. What are your views on the parking proposals? Parking adjacent to the Town Hall will be retained with potential new 'echelon' spaces on the esplanade. (S)

Support	1	1
Oppose	2	2
Undecided/ don't know	3	3

Hothamton Site Proposals - Showcard 3

Q8. The apartments will help fund other developments such as improvements to Alexandra Theatre. The proposal for the Hothamton site includes the provision of four blocks of residential accommodation, which could include up to 200 apartments. Which of the following best describes your views on the proposed residential development? (S)

Support	1	1
Oppose	2	2
Undecided / don't know	3	3

Q9. What are your views on the height of the proposed residential accommodation - is 6 storeys adjacent to the 16 storey Fitzleet House too high, or might it provide a more appropriate setting for the existing tower? (S)

6 storeys is acceptable	1	1
6 storeys is too high	2	2
Undecided/ don't know	3	3

Q10. Which of the following potential uses would you prefer to see provided at street level along Queensway? (M)
[INTERVIEWER NOTE: READ OUT select all that apply]

Shops	1	1
Restaurants	2	2
Bars	3	3
Cafes	4	4
Leisure uses	5	5
Commercial	6	6
None	7	7
Undecided / don't know	8	8

Q11. If a proposal for a supermarket on this site emerged as a financially viable alternative, what would be your preference? (S)

Prefer residential	1	1
Prefer supermarket	2	2
Neither	3	3
Undecided/ don't know	4	4

Overall Proposals

Q12. On a scale from very satisfied to very dissatisfied, what are your overall thoughts on the following elements of the development proposals:

[INTERVIEWER NOTE: READ OUT]

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Undecided / don't know
a. The mix of uses proposed for the Regis Centre site?	1	2	3	4	5	6
b. The mix of uses proposed for the Hothampton site?	1	2	3	4	5	6
c. The scale of proposed buildings?	1	2	3	4	5	6
d. The amount of proposed public space?	1	2	3	4	5	6

Q13. Taken as a total package, how would you expect the proposed developments to affect Bognor Regis?

Would greatly benefit it	Would benefit it	Would have no real impact	Would harm it	Would greatly harm it	Undecided / don't know
1	2	3	4	5	6

Further comments

Q14. Do you have any other comments with regards to the proposed developments for Bognor Regis?

Nothing 1

Q15. Would you be willing to participate in future research for Arun District Council?

(S)

Yes* *capture details below* 1 1
No 2 2

Q16. As part of our quality control procedure, a research supervisor may contact you in order to confirm the accuracy of the interview and to ensure you were happy with the interview. If not given above, would you be prepared to give your contact details solely for this purpose?

Yes* *capture name and telephone number below* 1 1
No 2 2

If no, please could you (interviewee) sign to say that you have refused:

Interviewee signature:

Name	Address 1
Address 2	Postcode
Telephone	
Email	

Thank and close, give respondent 'thank you slip'