

Bognor Regis Seafront Perceptions Survey

A survey exploring the attitudes and perceptions of residents and visitors towards Bognor Regis seafront

On behalf of **Arun District Council**

14/06/13



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Contents

1. Introduction.....	3
2. Aims and objectives.....	3
3. Methodology	4
4. Key findings.....	6
4.1 Respondent profile	6
4.2 Respondents' priorities for the promenade.....	8
4.3 Attitudes and preferences for eating establishments on the promenade	10
4.4 Attitudes and preferences towards the building design along the promenade.....	14
4.5 General preferences for improving the promenade.....	18
5. Conclusions	21
6. Appendix	22

Figures

Figure 1). Survey area.....	4
Figure 2). Demographic profile of respondents.....	4
Figure 3). Visitor type	6
Figure 4). Frequency of visiting Bognor Regis	7
Figure 5). Other members of respondents' party.....	7
Figure 6). Preferences for the seafront.....	8
Figure 7). Appropriateness and likely usage of each food and drink establishment type	11
Figure 8). Times at which respondents are likely to use each food and drink establishment type.. ..	12
Figure 9). Respondents' views of the various design styles proposed for the seafront.....	15
Figure 10). Favourite building design.....	16
Figure 11). Respondents' views on those areas most in need of improvement along the promenade	18
Figure 12). Respondents' preference for the layout of businesses along the promenade	19
Figure 13). Other suggestions for improvements and changes to the Bognor Regis seafront ..	20

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

1. Introduction

Qa Research were commissioned by Arun District Council to undertake a survey with residents and visitors to Bognor Regis to understand the perceptions of residents and visitors towards the Bognor Regis seafront, and explore preferences for future development and regeneration.

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

2. Aims and objectives

Arun District Council is currently in the process of considering a number of potential changes to the Bognor Regis Seafront between Butlin's in the East and the skate park in the West. The purpose of this development is to increase visitor numbers and spend (including day trippers and shoppers) to Bognor Regis and improve the desirability of the seafront for businesses and consumers alike.

To help inform these considerations, the Council commissioned Qa Research to undertake a survey of individuals on the seafront to understand the following:

- Current usage of the seafront;
- The priorities of residents and visitors for the future development of the seafront;
- Attitudes towards a number of options for developing the seafront, in particular the provision of a new cafes/bars/restaurants, and more general re-developments along the promenade;
- Understand the differences in responses between differing respondent types.

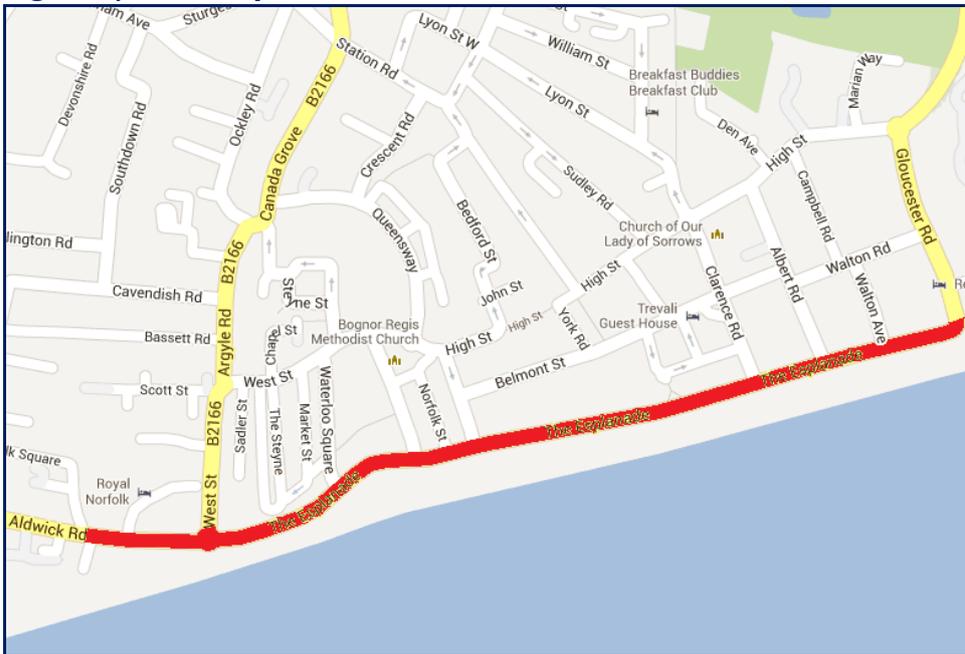
3. Methodology

A face to face on street survey was felt to be the most appropriate mechanism for gathering the views of seafront users within the timeframe available. There were a number of reasons informing this choice:

- The need to target interviews with a specific number of individuals from particular demographic groups. Minimum quotas were employed to ensure there was a broad demographic mix of respondents and a mix of residents and visitors;
- The need to gather views from a particular geographic area.

The face to face survey took place from the 27th May 2012 until the 5th June 2013. In total 155 surveys were completed. As the focus of the survey was to gather the views of users of the seafront, all the surveys were undertaken within a specific geographic area, highlighted in red on the following chart:

Figure 1). Survey area



Map created using Google maps

As the survey was undertaken with 155 respondents, the findings cannot be taken to be statistically representative of any larger group; rather, the findings are intended to provide an indicative summary of residents' and visitors' views. At a very broad level the responses to the survey can explore differences between seafront user types, therefore the survey captured information on the demographic characteristics of seafront users. The following table demonstrates the breakdown of those surveyed:

Figure 2). Demographic profile of respondents

	Achieved surveys	%
GENDER		
Male	73	47%
Female	82	53%
AGE		
16-34	49	32%
35-65	68	44%
Over 65	38	25%
Total	155	-

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, with input from Qa Research. A copy of the questionnaire has been appended to 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:

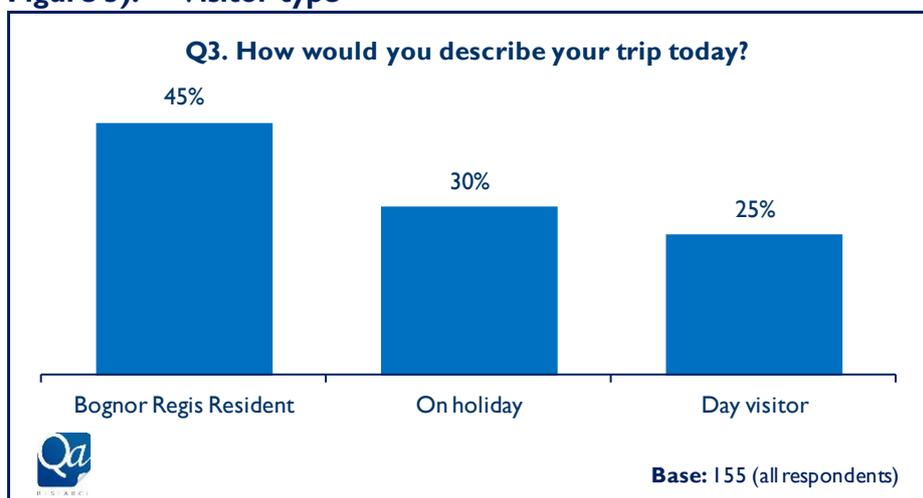
- Respondent profile;
- Preferences for seafront usage;
- Attitudes and preferences for catering establishments;
- Attitudes and preferences towards the building design along the promenade;
- General preferences for improving the promenade.

4.1 Respondent profile

The demographic characteristics of respondents are highlighted in figure 2. However an additional three questions were asked regarding respondents' frequency of visiting the seafront, reasons for visiting and the composition of the respondents party (if any).

The following chart demonstrates the profile of respondents in terms of visitor type:

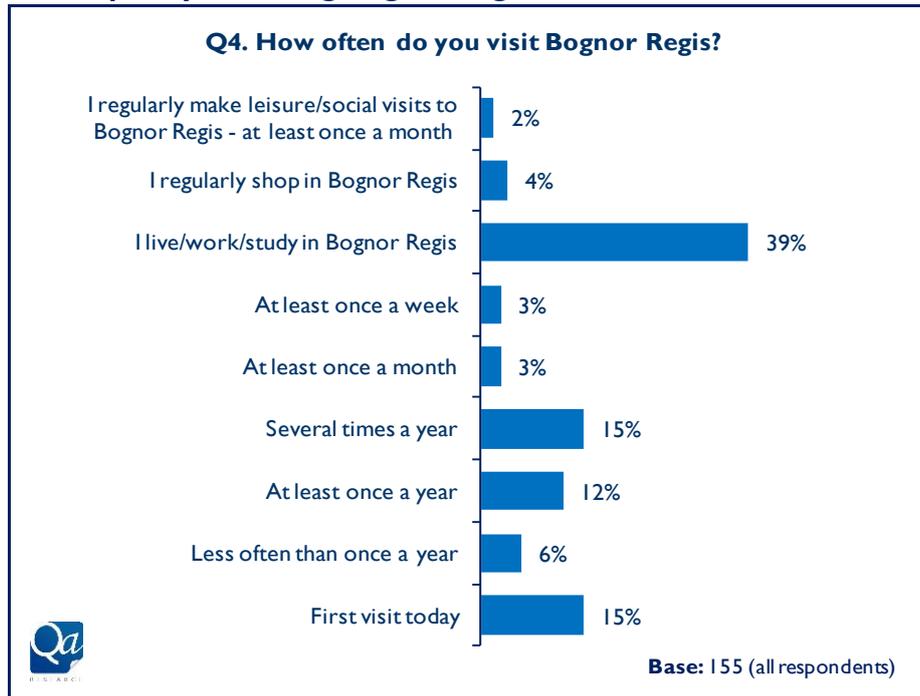
Figure 3). Visitor type



Just under half of those surveyed (45%) indicated they were a resident of Bognor Regis or the surrounding area. A quarter of respondents (25%) indicated they were a day visitor, with just under a third (30%) of respondents on holiday in Bognor Regis at the time of the survey.

The following chart details the frequency with which respondents to the survey are visiting Bognor Regis:

Figure 4). Frequency of visiting Bognor Regis

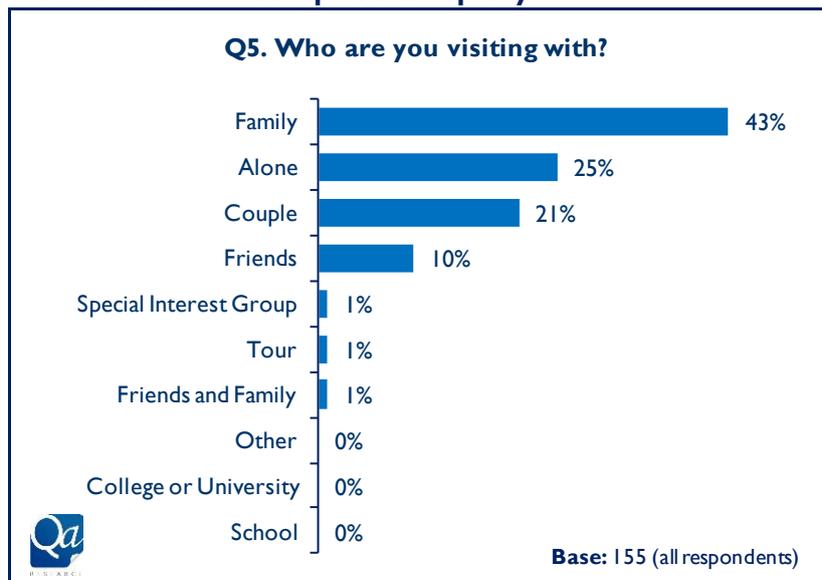


The majority of residents indicated that they were in Bognor Regis or visited Bognor Regis at least once a year (79%), with most of these residents visiting on numerous occasions throughout the year. The greatest single proportion of respondents indicated they 'live/ work/ study in Bognor Regis' (and were therefore in Bognor Regis most days, 39%).

For around a fifth (21%) of respondents this was either their first visit to the town (15%) or they visited less often than once a year (6%).

The final chart in this section looks at the other members within each respondent's party:

Figure 5). Other members of respondents' party

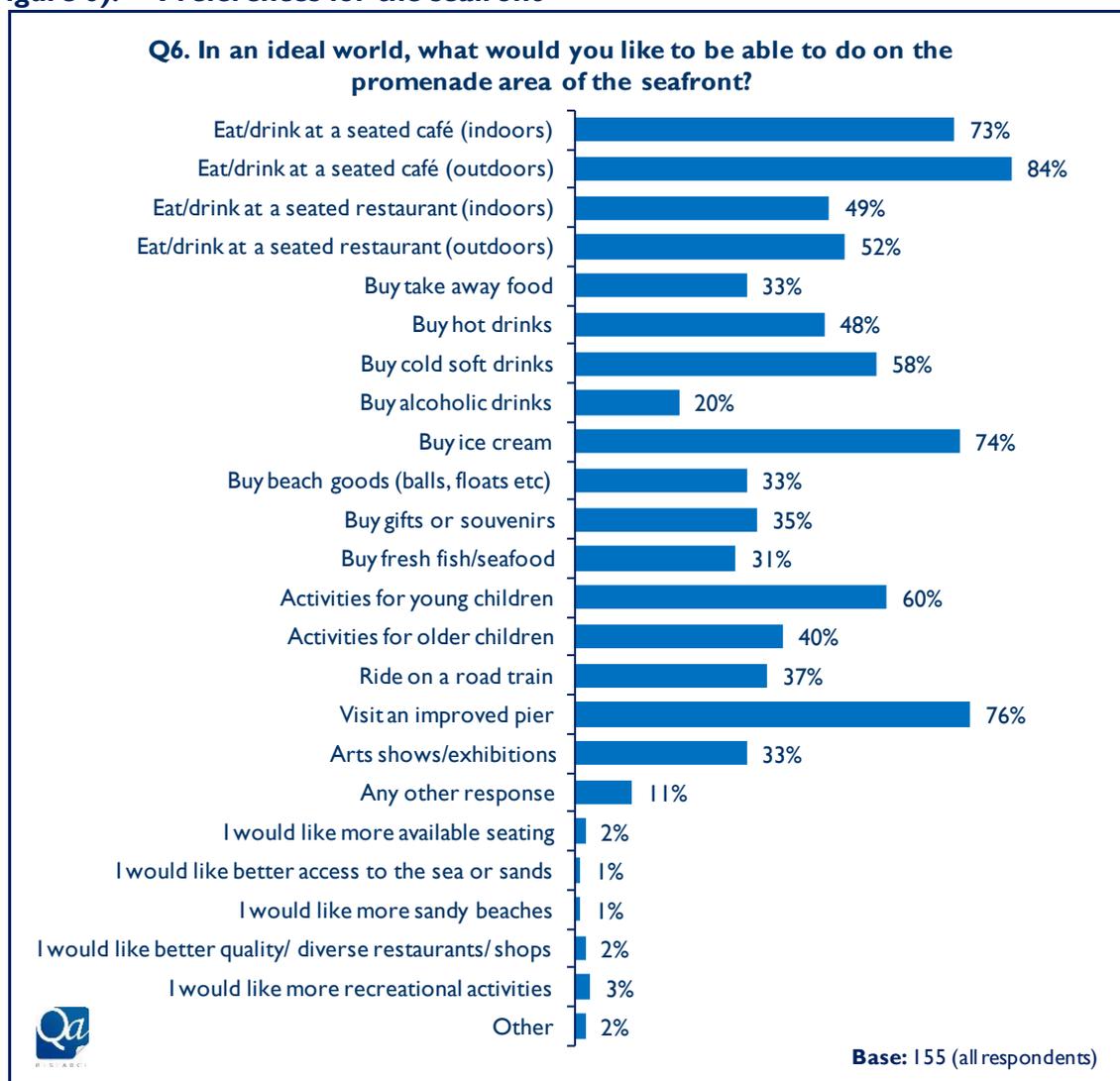


Just under half of all respondents were in Bognor Regis with their family (43%), whereas a quarter (25%) were visiting alone.

4.2 Respondents' priorities for the promenade

Respondents were given a list of activities that could be undertaken on the seafront and asked to select all those activities they would like to be able to do on the seafront. The following chart highlights the results.

Figure 6). Preferences for the seafront



The most often selected activities were being able to 'eat/drink at a seated café outdoors' (84%), 'visit an improved pier' (76%), 'buy ice cream' (74%), and 'eat/ drink at a seated café indoors' (73%).

The ability to 'buy alcoholic drinks' was mentioned by only a fifth of respondents (20%).

Differences by respondent type

There were a number of differences in responses to this question between the various demographic groups. Males were more likely than females to favour the ability to 'eat/ drink at a seated restaurant indoors' (58% compared to 41%) and 'outdoors' (64% to 40%). In addition they expressed a greater preference for the ability to buy alcoholic drinks (30% to 11%).

The youngest respondents (aged under 35) were significantly less likely to suggest a desire to 'buy fresh fish/ seafood' compared to older respondents (16% to 38%). Although the youngest respondents were significantly more likely than the oldest respondents (over 65) to indicate a desire to 'buy cold soft drinks' (67% to 42%). Those respondents aged 35-65 were most likely to want to 'buy take away food' (43%).

Generally speaking, day visitors and those on holiday indicated a greater set of preferences than residents of Bognor Regis. This was most notable in the areas of buying ice cream (87% and 80% compared to 61%), activities for young children (78% and 64% compared to 46%) and riding on a train (41% and 52% to 24%).

Those who visited less regularly than once a year or who were visiting for the first time generally selected a greater number of activities (on average around 10) than those who visited more regularly (on average around 7-9). Clearly there is an element of self-selection here, in that those who regularly visit the seafront may choose to do so because they already like the range of activities available, whereas less frequent visitors may have more sense of expectation about what will be available.

Unsurprisingly, those visiting with their families were most likely to want to see more activities for younger children (76%).

4.3 Attitudes and preferences for eating establishments on the promenade

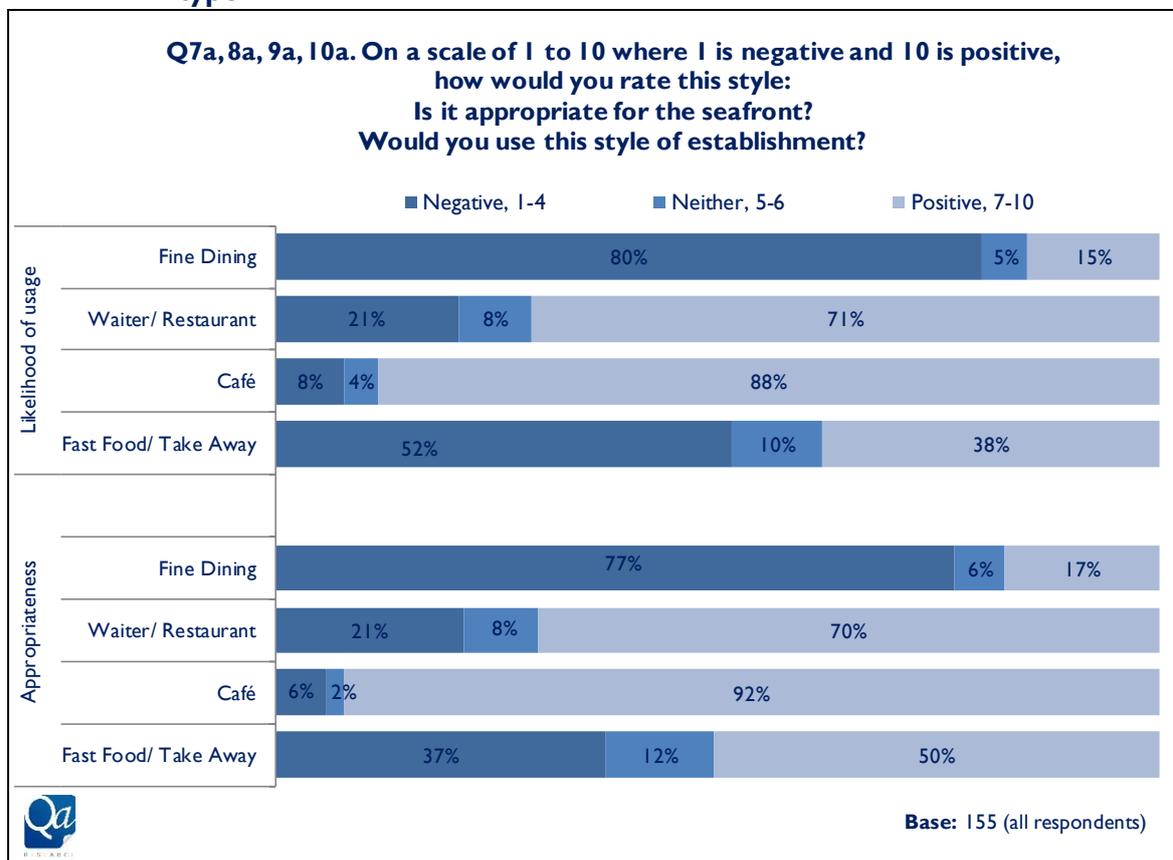
Respondents to the survey were presented with four different types of eating and drinking establishments that could be provided on the promenade. For each of these establishment types respondents were asked to indicate the likelihood of them using the establishment, as well as their views on the appropriateness of the establishment for the promenade.

To illustrate the types of establishment suggested, a number of photos were shown to respondents. The descriptions of each style were for internal use only. Respondents were asked to respond to each photo without being informed of the internal description for that photo type. The photos are shown below:

Establishment type	Photos
Fast food/ take away style	  
Café style	  
Waiter/ restaurant style	  
Fine dining style	  

Respondents were asked to indicate on a scale of 1-10 the likelihood of them using each establishment type, alongside their rating of the appropriateness for the seafront. The following chart compares the results. Responses have been combined into three groups for ease of reference.

Figure 7). Appropriateness and likely usage of each food and drink establishment type



The 'café' style was seen to be the most appropriate establishment type that needs to feature along the seafront. The vast majority (92%) of respondents gave this style an appropriateness rating of at least 7, indeed, just under a quarter of respondents (23%) rated this style as '10' in terms of its appropriateness for the seafront.

The 'café' style was also seen to be the style most likely to be used by respondents, with just under nine tenth (88%) of respondents rating their likelihood of using this establishment at 7 or above, with a quarter (25%) providing a likelihood rating of '10'.

The least appropriate eating/ drinking establishment type was seen to be the 'fine dining' style. Over three quarters (77%) of respondents gave this an appropriateness rating of 4 or below. A similar proportion (80%) gave the same rating for their likelihood of using this establishment type.

Generally the appropriateness ratings for each establishment type aligned closely with the likelihood of usage ratings given by respondents. The main exception to this was the 'fast food/ take away' style. Despite half of all respondents (50%) indicating that this style was appropriate for the seafront (a rating of 7 or above), a significantly smaller proportion (38%) actually indicated that they would be likely to use this style of establishment (a rating of 7 or above).

Differences by respondent type

Males were more likely to view the 'fast food/ take away' style dining as appropriate than females (59% rated 7 or above compared to 43%).

Respondents aged 35-65 were those least likely to feel the 'fast food/ take away' style establishment was appropriate to the seafront (46% rated as 1-4 in terms of appropriateness). The youngest age group (aged under 35) were those most likely to use this establishment type (59% rated the likelihood of their using it as 7-10).

When looking at the 'café' style establishment, there was little difference by visitor type or demographic grouping, with all respondents tending to be positive towards this style of establishment in terms of appropriateness and likelihood of usage. Although those on their holidays were particularly likely to indicate that they would be likely to use the café style establishment, with 98% of those on holiday giving a likelihood rating of 7-10.

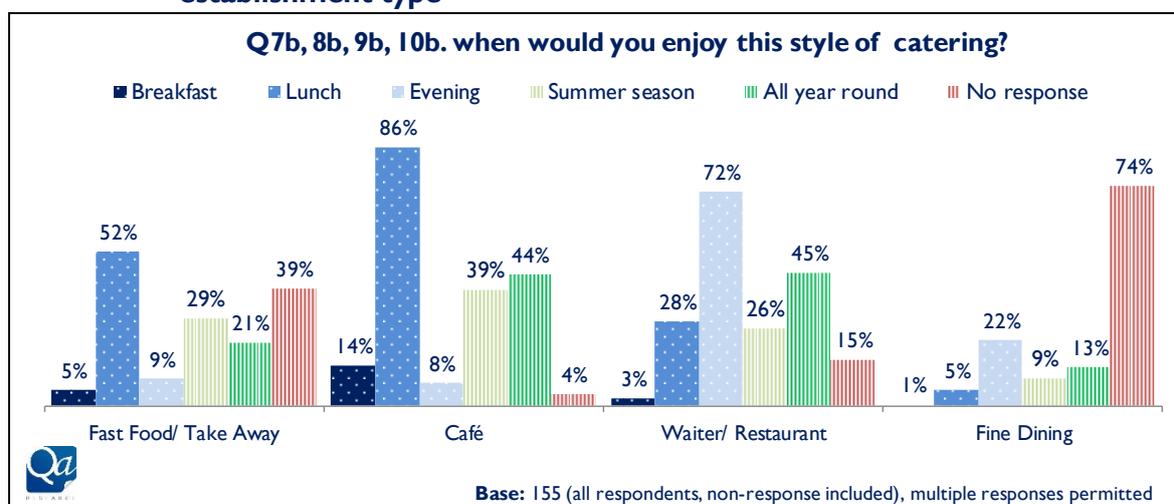
Males were also more likely than females to indicate a 'waiter/ restaurant' style establishment would be appropriate for the seafront (79% to 62%). The oldest respondents (over 65) were also particularly likely to indicate that this establishment style was appropriate (89%).

There was little difference in the ratings of this establishment style by visitor type, although couples were particularly likely to deem the 'waiter / restaurant' style as being appropriate to the seafront (88%). They were also the group type most inclined to indicate likely usage of the establishment style in the future (84% of couples provided a likelihood rating of 7-10 for this establishment style).

There was little by visitor type or demographic grouping when looking at the 'fine dining' style establishment.

Respondents were also asked to indicate the times when they would be most likely to use each of these establishment types. Responses are shown on the following chart. A number of respondents elected not to answer these questions, because they would never use the establishment type. These non-responses have been incorporated into the findings, to highlight the differences between styles:

Figure 8). Times at which respondents are likely to use each food and drink establishment type



Both the 'fine dining' style and the 'fast food/ take away' style were those with the highest level of non-response (74% and 39% respectively). Unsurprisingly this corresponds to the proportion of respondents indicating they would be unlikely to use each of these dining styles at the previous question(s).

Where respondents were to use 'fine dining' it was generally seen as something to be enjoyed in the evening (22%), in this respect it was similar to the 'waiter/ restaurant' style of dining, where around three quarters (72%) of respondents indicated that they would enjoy this dining style in the evening.

This contrasted strongly with the 'café' dining style, where the majority (86%) of respondents indicated they would be most likely to enjoy this style for lunch, with just 8% indicating they would enjoy this style in the evening. Among those who might use the 'fast food/ take away' style, lunchtime usage was also the most common (mentioned by 52% of those who would frequent this style of establishment).

There was little amount of seasonal variation between the differing dining styles, although there was a slightly greater preference for respondents to indicate that a 'café' would be used in the summer season (39%) compared to a 'waiter/ restaurant' dining experience (26%). However a similar proportion of respondents indicated they would use both of these dining styles all year round (44% and 45% respectively).

Differences by respondent type

There were a number of differences in responses to this question across the different demographic groups and visitor types. It was unsurprising to note that those who worked, lived or studied in Bognor Regis were generally more inclined than holiday makers to indicate that they would be more likely to enjoy the various styles of catering all year round as opposed to just the summer months.

More specific differences included a greater likelihood for the youngest individuals (under 35) to indicate a preference for enjoying the 'café' style for breakfast (23% compared to 11% for 35 to 65 year olds and 8% for those over 65).

There was also a greater likelihood for day visitors to indicate that they would enjoy the 'waiter/ restaurant' style catering for lunch (54% compared to 28% for those on holiday and 25% for residents).

4.4 Attitudes and preferences towards the building design along the promenade

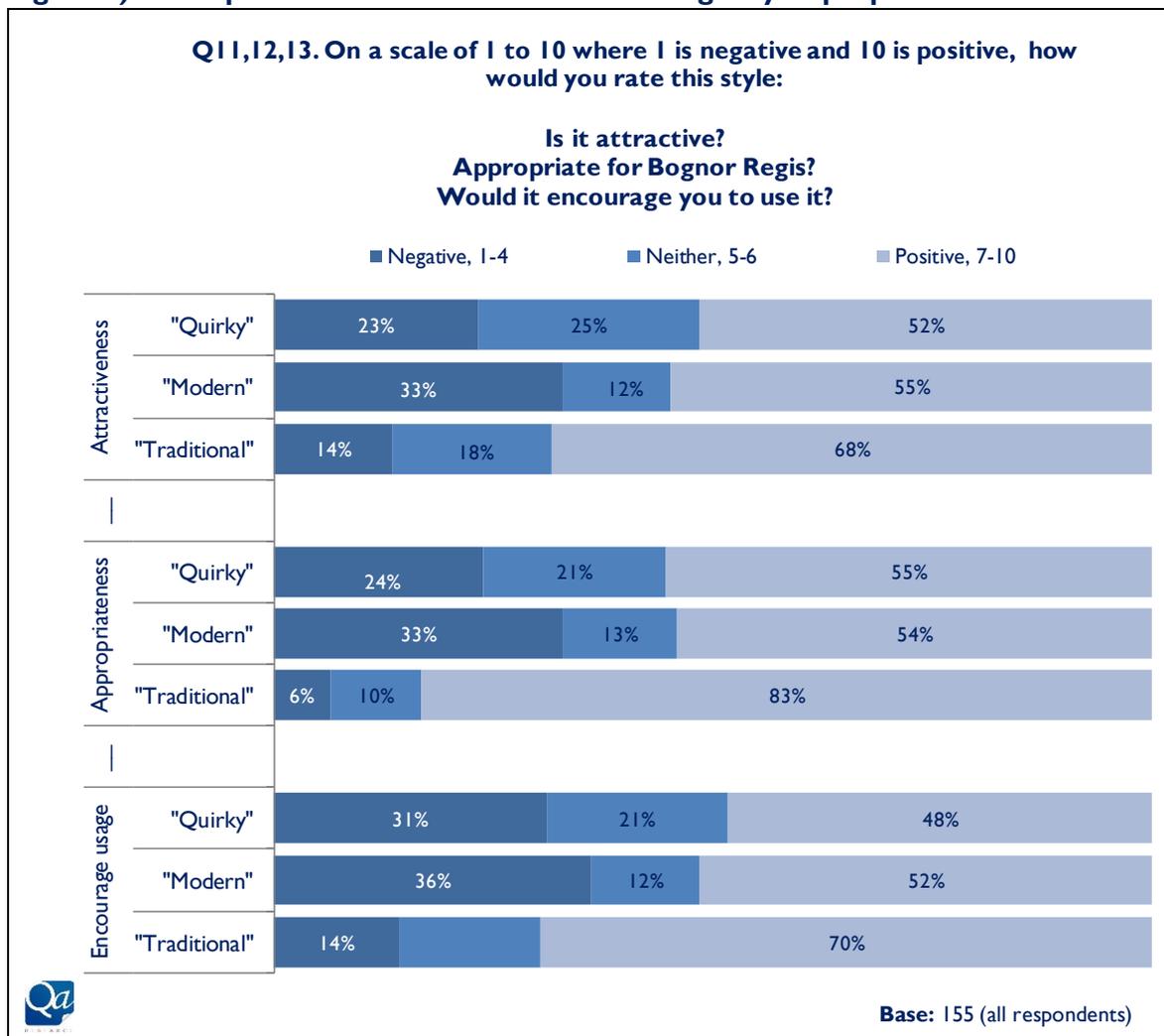
Respondents were shown six photos designed to highlight potential design styles for the seafront kiosks. For each design style respondents were asked to rate the attractiveness and appropriateness of the design, as well as indicating the extent to which the design style would encourage them to use the seafront.

The photos shown to respondents are highlighted below. The descriptions of each category were for internal use only. Respondents were asked to respond to each photo without being informed of the internal description for that photo type.

Design style	Photos
<p>'Quirky' Photo 5 (L) Photo 6 (R)</p>	
<p>'Modern' Photo 7 (L) Photo 8 (R)</p>	
<p>'Traditional' Photo 9 (L) Photo 10 (R)</p>	

The following chart demonstrates respondents' views on the attractiveness, appropriateness and likelihood of using the various design styles shown. It is worth noting that when the survey was undertaken, the various descriptions of each design style were not read out to respondents, so as not to influence responses.

Figure 9). Respondents' views of the various design styles proposed for the seafront



In terms of attractiveness, the 'traditional' style was seen as the most attractive design style by the greatest proportion of respondents (68% rating 7 or above).

Although a similar number of respondents felt that the 'modern' and 'quirky' styles were attractive (55% and 52% respectively rating 7 or above), the 'modern' style generated a much more polarised response, with around a third (33%) of respondents indicating a low rating for the attractiveness of this style. Indeed, a fifth of respondents (20%) gave the 'modern' design the lowest rating (1) in terms of its attractiveness.

There was a similar level of polarisation in the rating of the 'modern' design style when it came to the appropriateness of the designs to the Bognor Regis seafront. Whilst 54% of respondents felt that the 'modern' design style was appropriate, a third of respondents (33%) disagreed on its appropriateness.

The 'traditional' design style was clearly seen as being the most appropriate design style by the greatest proportion of respondents (83%). However, there were a number of respondents who despite feeling that the 'traditional' style was unattractive, considered it to be appropriate for the Bognor Regis seafront.

The 'traditional' style was also the style for which the greatest proportion of respondents (70%) indicated that they would be encouraged to use the building as a result of the design style.

Differences by respondent type

Female respondents were more likely to indicate that the 'quirky' design was inappropriate for the seafront than male respondents (30% gave the 'quirky' design an appropriateness rating of 1-4 compared to 16% of males).

The youngest respondents tended to be those with the most positive attitude towards the 'quirky' design, rating it most highly for appropriateness (71% rating of 7 or above), attractiveness (69% rating of 7 or above) and being encouraged to use it (69% rating of 7 or above). The oldest respondents were the most negative towards the 'quirky' design (appropriateness, 34%; attractiveness, 34%; encouraging use, 24%).

There was a similar trend for the 'modern' designs, with younger people tending to be more positive towards the 'modern' design style than older respondents. For younger respondents (aged under 35), 71% gave an appropriateness rating of 7 or above, for attractiveness this was 71% and for encouraging use, 67%. For the oldest respondents (over 65), 39% gave an appropriateness rating of 7 or above, for attractiveness this was 39% and for encouraging use, 34%.

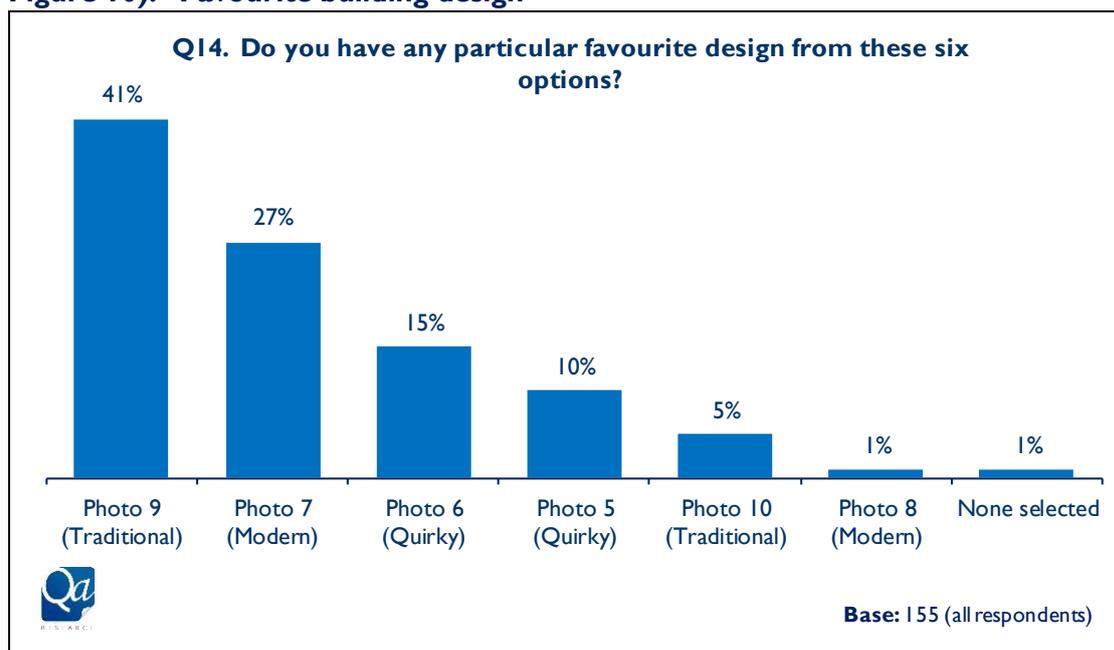
Residents of Bognor Regis were more likely to rate the 'modern' style as attractive compared to day visitors (63% compared to 44%).

The respondents who were alone, were generally more positive towards the 'modern' design, However this may be more to do with the increased likelihood of those who were alone being residents.

There were no great differences in attitudes to the 'traditional' style across the various demographic groups and visitor types.

Respondents were also asked to indicate which of the 6 building design photos was their favourite. The following chart demonstrates the results:

Figure 10). Favourite building design



The most often selected design style was the traditional style represented in Photo 9, selected by 41% of respondents. This was followed by the modern design seen in Photo 7 (27%). The other photos for both the modern and traditional styles were much less likely to be selected by respondents (1% and 5%), suggesting that respondents are not necessarily attached to any particular style, but are likely to judge each design on its own merits.

Differences by respondent type

Males had a greater preference for photo 5 than females (16% compared to 4%).

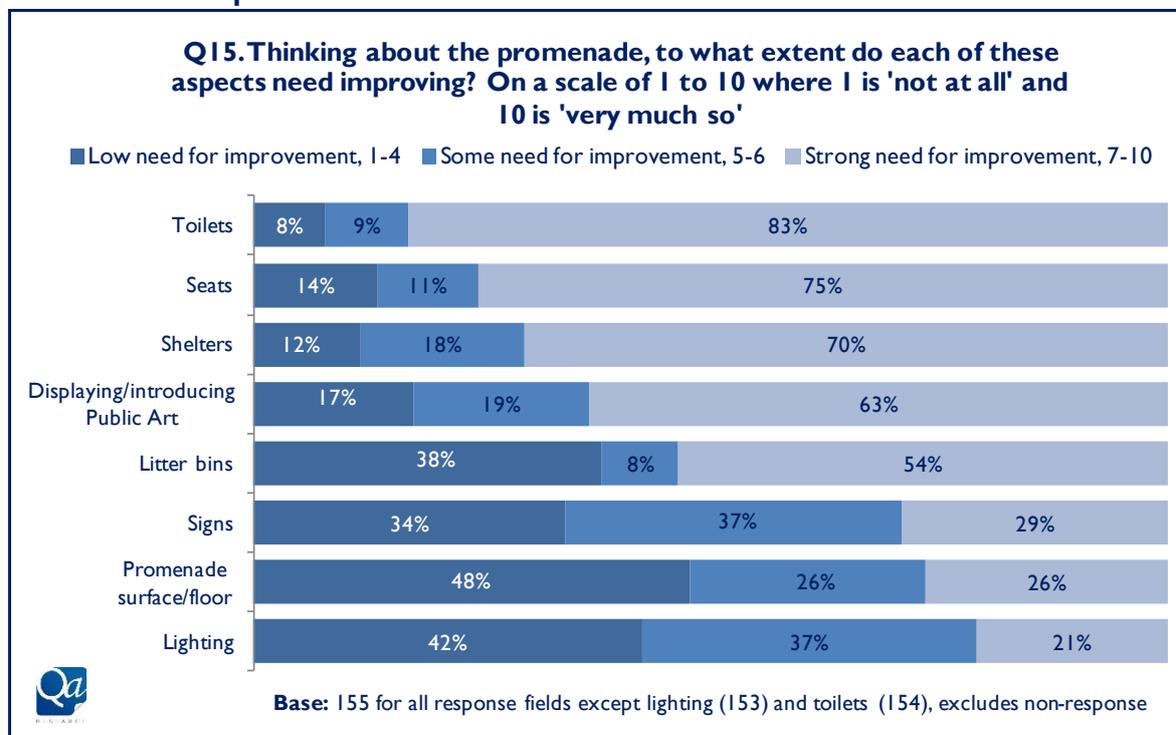
Photo 6 was more likely to be preferred by younger respondents (under 35: 27%; 35-65: 15%; over 65: 3%), with the oldest residents demonstrating a greater preference for Photo 9 (over 65: 58%; 65 and under: 35%).

There were no major differences by visitor type.

4.5 General preferences for improving the promenade

The final section of this report concerns respondents' responses to a series of rating questions designed to measure respondents' views on the main elements of the promenade which need improving.

Figure 11). Respondents' views on those areas most in need of improvement along the promenade



Those areas most in need of improvement were seen to be the 'toilets' (83% gave a rating of 7 or above), the need for 'seats' (75%) and the need for 'shelters' (70%).

The 'promenade surface' and 'lighting' were those elements felt to be in least need of improvement. When it came to lighting, 42% of respondents gave this element a rating of 4 or below in terms of whether or not it needed improving, for the promenade surface this figure was 48%.

Differences by respondent type

There were no large differences between respondent groups when it came to the stated importance of seating.

For shelters, those on holiday were significantly more likely to rate this as being in need of improvement (a rating of 7 or above, 85%) than day visitors (59%) or residents (67%).

Males were more likely to indicate that the signs were in need of improving compared to females (42% compared to 17%). The youngest respondents (aged under 35) were significantly more likely to feel that the signs needed improving compared to the oldest residents (37% to 16%). Couples were significantly less likely to feel that the signs needed improving (just 16% felt the signs on the seafront were in particular need of improving).

Males were also more inclined than females to suggest that the lighting on the seafront was in need of improvement (32% to 11%).

There were no large differences between respondent groups when it came to the stated importance of litter bins.

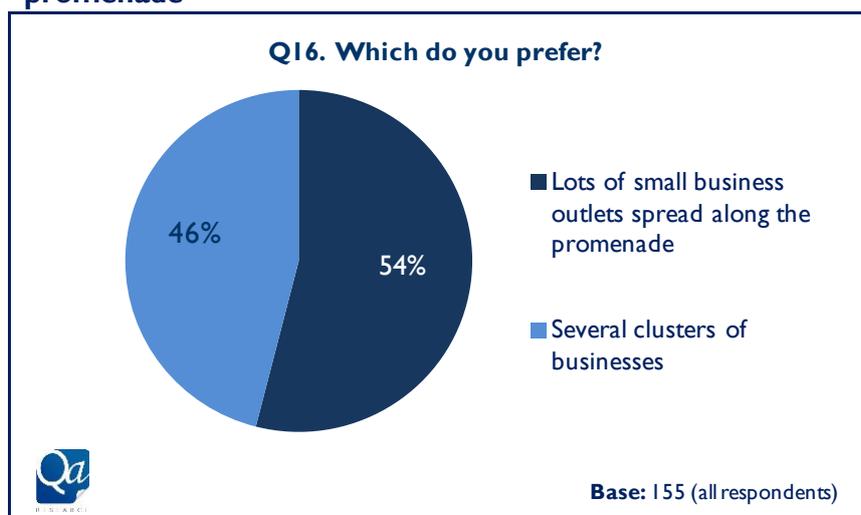
The youngest respondents (under 35) were significantly more likely to indicate that the toilets on the promenade were in need of improving (96% compared to 81% for those aged 35-65 and 68% for those aged over 65).

Bognor Regis residents were significantly more likely to feel that the promenade surface was in need of improving compared to day visitors and those on holiday (33% compared to 15% and 26%).

Respondents aged 35-65 were those most likely to indicate a desire to see public art improved/ displayed along the promenade (74% compared to 57% among the under 35s and 53% among the over 65s).

The penultimate question in the questionnaire sought to explore respondents' preference for the layout of businesses along the promenade. Respondents were asked whether their preference was for 'lots of small business outlets spread along the promenade' or for 'several clusters of businesses':

Figure 12). Respondents' preference for the layout of businesses along the promenade



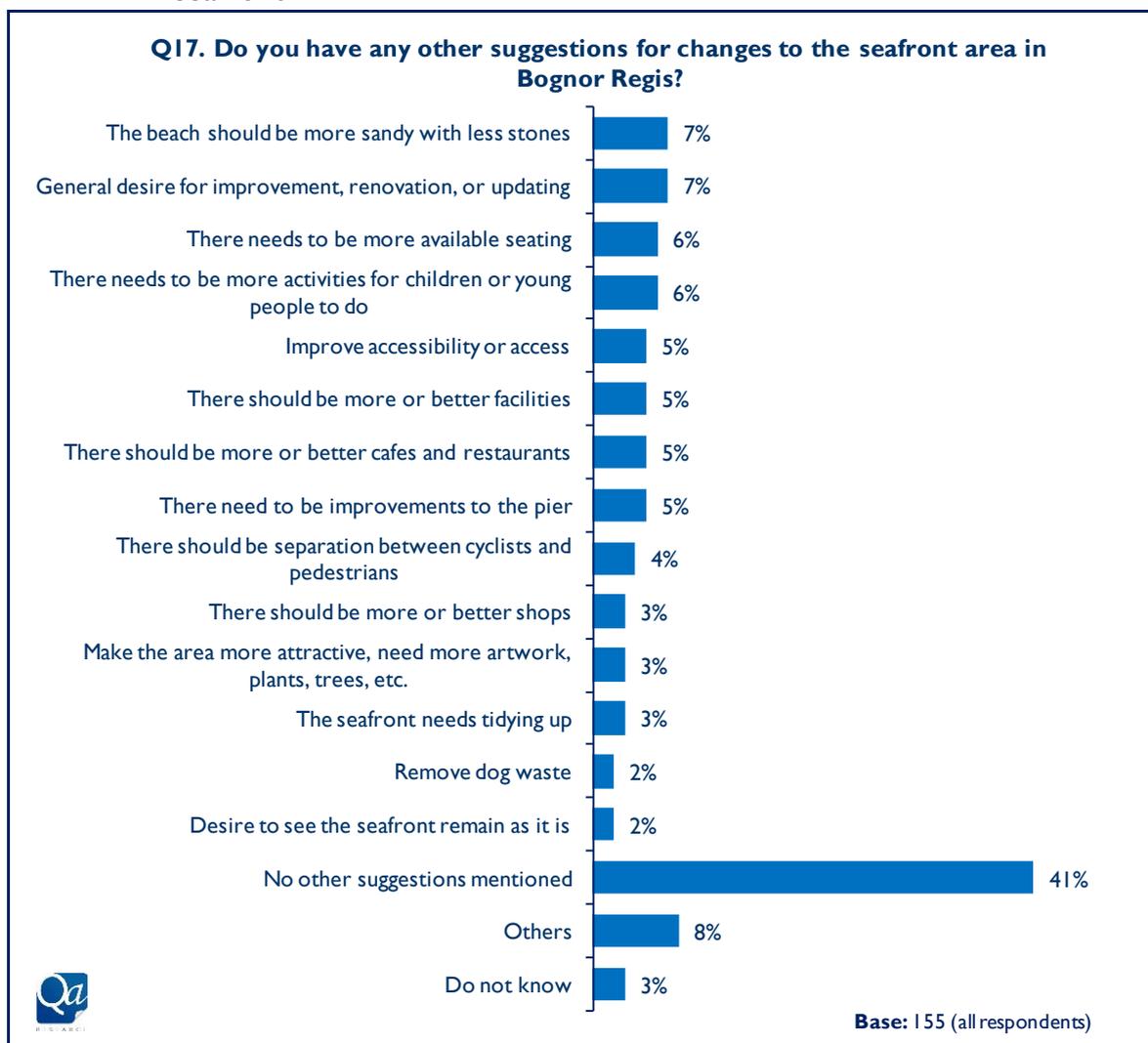
There was a broadly even split between respondents in terms of a preference for 'lots of small business outlets spread along the promenade' (54%) or 'several clusters of businesses' (46%).

Males indicated a slightly greater preference than females for 'lots of small businesses...' (63% to 45%).

There was also a significant difference in response between Bognor Regis residents and those on holiday. Residents tended to prefer 'several clusters of businesses' (59%), whereas holiday makers preferred 'lots of small businesses...' (70%), as did those visiting with a family (61%).

The final chart summarises responses to the final question in the questionnaire, where respondents were asked to indicate whether they had any other suggestions for changes to the seafront area in Bognor Regis. The question was posed as an open question. Responses have been grouped together into similar categories for the purposes of analysis:

Figure 13). Other suggestions for improvements and changes to the Bognor Regis seafront



The greatest proportion of respondents (41%) did not mention any specific additional changes or improvements to the seafront. Those most common changes that were suggested tended to be the need for a more sandy beach with less stones (mentioned by 7% of respondents) and a general desire to see the seafront regenerated and updated (7%).

5. Conclusions

The majority of respondents want to be able to use the promenade to eat and drink at a café, buy ice cream and visit an improved pier. However, there were many other selected preferences for the seafront influenced by visitor type and respondents' demographic group.

A café style eating establishment was clearly felt to be the most appropriate type of establishment for the Bognor Regis seafront. This was also the style of establishment respondents indicated they would be most likely to use. A waiter style restaurant was also seen to be particularly desirable by respondents, particularly for evening dining, whereas the café generally was associated more with lunch time eating and drinking.

The traditional building design style was generally seen as the most positive by respondents, with there being a fairly large degree of polarisation in terms of respondents' views on the quirky and modern designs. The positive views of the traditional building style appear to be driven by respondents' views of Photo 9 rather than Photo 10, which was the favourite for only a minority of individuals. For the modern style, the design associated with Photo 7 was felt to be more appreciated than Photo 8. Younger residents were significantly more positive towards the quirky and modern designs than older residents.

Toilets, seats and shelters are those elements of the seafront deemed to be in greatest need of improvement. Whilst lighting, signs and the promenade surface were generally seen as less of a priority for improvement, there were still large minorities of respondents who felt these elements needed improving.

There was a discrepancy in the preferences of Bognor Regis residents and holiday visitors to the town with regards to the layout of businesses on the seafront. Residents were more in favour of business clusters, whereas visitors tended to want lots of small business outlets spread along the promenade.

The overall view of respondents tended to be a recognition that the seafront was in need of improvement, and certainly in need of tidying up and updating. Respondents appeared to be fairly traditional in their overall desires, with elements such as ice cream, cafés and the pier featuring strongly on respondents' overall preferences for the seafront.

Whilst there were some differences between visitor types such as residents and holiday makers, the main differences in responses appeared to be driven by demographic factors such as age, and life stage.

6. Appendix

Bognor Regis Seafront Survey

Interviewer name	Interview Time	
Weather	Interview Day and Date: (must be completed)	
	Day	Date
Survey Number (office use only):	Q-C: (office use)	

INTRODUCTION

Good morning / afternoon, my name is... I'm working on behalf of Qa Research, an independent research agency. Arun District Council is planning some changes to the seafront here in Bognor Regis between Butlins in the east and the skate park in the west. The Council is asking a cross section of people using the seafront for their views. We would really appreciate it if you could spare a few minutes to take part in this important research.

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 the answers and information you provide will be treated as anonymous and confidential in accordance with the Data Protection Act 1998.

Q1. Gender? <i>Please tick one only</i>	(S)
	Male (1)
	Female (2)

Q2. Age Bracket? <i>Please tick one only</i>	(S)
	Under 35 (1)
	35-65 (2)
	Over 65 (3)

Q3. How would you describe your trip today? <i>Please tick one only</i>	(S)
	Bognor Regis Resident (1)
	Day visitor (2)
	On holiday (3)

Q4. How often do you visit Bognor Regis? SHOWCARD 1 <i>Please tick one only</i>	(5)
First visit today	①
Less often than once a year	②
At least once a year	③
Several times a year	④
At least once a month	⑤
At least once a week	⑥
I live/work/study in Bognor Regis	⑦
I regularly shop in Bognor Regis	⑧
I regularly make leisure/social visits to Bognor Regis (at least once a month)	⑨

Q5. Who are you visiting with? <i>Please tick one only</i>	(5)
Alone	①
Couple	②
Family	③
Friends	④
Friends and Family	⑤
School	⑥
College or University	⑦
Tour	⑧
Special Interest Group	⑨
Other <i>(Please Specify)</i>	⑩

Q6. In an ideal world, what would you like to be able to do on the promenade area of the seafront? SHOWCARD 2 *Please tick all that apply* (M)

- | | |
|---|---|
| Eat/drink at a seated café (indoors) | ① |
| Eat/drink at a seated café (outdoors) | ② |
| Eat/drink at a seated restaurant (indoors) | ③ |
| Eat/drink at a seated restaurant (outdoors) | ④ |
| Buy take away food | ⑤ |
| Buy hot drinks | ⑥ |
| Buy cold soft drinks | ⑦ |
| Buy alcoholic drinks | ⑧ |
| Buy ice cream | ⑨ |
| Buy beach goods (balls, floats etc) | ⑩ |
| Buy gifts or souvenirs | ⑪ |
| Buy fresh fish/seafood | ⑫ |
| Activities for young children | ⑬ |
| Activities for older children | ⑭ |
| Ride on a road train | ⑮ |
| Visit an improved pier | ⑯ |
| Arts shows/exhibitions | ⑰ |
| Other <i>(Please Specify)</i> | ⑱ |

I'd now like to show you photographs of four styles of eating and drinking. I would like to ask you questions about each in turn:

Q7a. On a scale of 1 to 10 where 1 is negative and 10 positive, how would you rate this style:

SHOWCARD 3 PHOTO 1 'fast food/diner' (DO NOT READ OUT) *Please tick one only*

- | | Negative | Positive |
|--|----------|-------------------|
| Is it appropriate for the seafront? | ① | ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |
| Would you use this style of establishment? | ① | ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ |

Q7b. When would you enjoy this style of catering? *Please tick all that apply* (M)

Breakfast ①

Lunch ②

Evening ③

Summer season ④

All year round ⑤

Q8a. On a scale of 1 to 10 where 1 is negative and 10 positive, how would you rate this style:

SHOWCARD 3 PHOTO 2 'Cafe' (DO NOT READ OUT) *Please tick one only*

Negative **Positive**

Is it appropriate for the seafront? ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Would you use this style of establishment? ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Q8b. When would you enjoy this style of catering? *Please tick all that apply* (M)

Breakfast ①

Lunch ②

Evening ③

Summer season ④

All year round ⑤

Q9a. On a scale of 1 to 10 where 1 is negative and 10 positive, how would you rate this style:

SHOWCARD 3 PHOTO 3 'Waiter/restaurant' (DO NOT READ OUT) *Please tick one only*

Negative **Positive**

Is it appropriate for the seafront? ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Q9b. When would you enjoy this style of catering? *Please tick all that apply* (M)

Breakfast ①

Lunch ②

Evening ③

Summer season ④

All year round ⑤

Q10a. On a scale of 1 to 10 where 1 is negative and 10 positive, how would you rate this style:

SHOWCARD 3 PHOTO 4 'Fine dining' (DO NOT READ OUT) *Please tick one only*

Negative **Positive**

Is it appropriate for the seafront? ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Would you use this style of establishment? ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Q10b. When would you enjoy this style of catering? *Please tick all that apply* (M)

Breakfast ①

Lunch ②

Evening ③

Summer season ④

All year round ⑤

Here are some photographs of three potential design styles of seafront kiosks. I would like to ask you questions about each in turn:

Q11. On a scale of 1 to 10 where 1 is negative and 10 positive, how would you rate this style:

SHOWCARD 4 PHOTO 5 & 6 'Quirky' design (DO NOT READ OUT) *Please tick one only*

Negative **Positive**

Q12. On a scale of 1 to 10 where 1 is negative and 10 positive, how would you rate this style:

SHOWCARD 4 PHOTO 7 & 8 'Modern' design (DO NOT READ OUT) Please tick one only

	Negative					Positive				
Is it attractive?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
Appropriate for Bognor Regis?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
Would it encourage you to use it?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10

Q13. On a scale of 1 to 10 where 1 is negative and 10 positive, how would you rate this style:

SHOWCARD 4 PHOTO 9 & 10 'Traditional' design (DO NOT READ OUT) Please tick one only

	Negative					Positive				
Is it attractive?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
Appropriate for Bognor Regis?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
Would it encourage you to use it?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10

**Q14. Do you have any particular favourite design from these six options? SHOW (S)
PHOTOS 5-10 SHOWCARD 4 Please tick one only**

- Photo 5 1
- Photo 6 2
- Photo 7 3
- Photo 8 4
- Photo 9 5
- Photo 10 6

Q15. Thinking about the promenade, to what extent do each of these aspects need improving?

On a scale of 1 to 10 where 1 is 'not at all' and 10 is 'very much so' Please tick one only

	Not at all					Very much so				
a. Seats	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
b. Shelters	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
c. Signs	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
d. Lighting	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
e. Litter bins	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
f. Toilets	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
g. Promenade surface/floor	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
h. Displaying/introducing Public Art	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10

Q16. Which would you prefer? Please tick one only

(S)

Lots of small business outlets spread along the promenade **OR**

1

Several clusters of businesses

2

Q17 Do you have any other suggestions for changes to the seafront area in Bognor Regis?

Q18. Qa may wish to call you back to check part of your survey in accordance with our quality control procedures. Would you be happy for us to do this?

Yes Capture Telephone no. below

No

Q19. If yes to Q18 please take their contact details

Name	
Phone number	

THANK RESPONDENT AND END INTERVIEW