Survey results:

Littlehampton Town Centre
Public Realm Improvements
Survey Report

June 2016
1. BACKGROUND

1.1 Arun District Council appointed landscape consultancy LDA Design to create conceptual public realm designs to improve the appeal, connectivity, look and feel of Littlehampton town centre. The project study area includes: Littlehampton Train Station to Arundel Road Roundabout; Littlehampton High Street; East Street through to High Street junction and Beach Road; Surrey Street to the Look & Sea, Pier Road and New Road; and the War Memorial Roundabout, Littlehampton.

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

1.3 The consultation period ran from 25th April until 15th May 2016 and was promoted in the following ways:

- An unmanned exhibition in Arun Civic Centre Reception for the duration of the consultation period
- A manned exhibition between 5th and 7th May inclusive at Hunnies Café, Littlehampton
- The local press, including the front page article in the Littlehampton Gazette on 12th May
- Social media (Facebook, Twitter etc)
- Arun District Council’s website and staff intranet
- The Council currently does not have a residents’ consultation panel, however as part of a recent survey, respondents were asked if they would be interested in participating in consultation with Arun. 114 respondents who expressed interest were sent a link to the survey
- The Tamarisk Centre, Littlehampton
- The Littlehampton Academy was invited to run the consultation with their students

1.4 201 survey responses were received. 99 via PC/laptop, 39 via tablet computer, 23 via smartphone, and 40 as paper questionnaires.

Table 1 – Survey format used by respondent age group

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Paper version [Base: 40]</td>
<td>20%</td>
<td>0%</td>
<td>6%</td>
<td>44%</td>
</tr>
<tr>
<td>PC/laptop version [Base: 99]</td>
<td>49%</td>
<td>51%</td>
<td>56%</td>
<td>41%</td>
</tr>
<tr>
<td>Tablet computer version [Base: 39]</td>
<td>19%</td>
<td>23%</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>Smartphone version [Base: 23]</td>
<td>11%</td>
<td>26%</td>
<td>15%</td>
<td>1%</td>
</tr>
</tbody>
</table>

1.5 Table 1 illustrates the importance of providing a range of survey formats in order to attract responses from all ages. All responses from under 35s were via electronic formats, with a quarter using their smartphone; in contrast, almost half of responses from 55+ year olds were paper-based, with negligible smartphone use.

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1 This is subject to a maximum standard error of +/-6.9% at the 95% confidence level on an observed statistic of 50%. Thus we can be 95% confident that if the whole population had responded the actual figure would lie between 43.1% and 56.9%.
2. EXECUTIVE SUMMARY

2.1 There are high levels of agreement with each of the scheme proposals, ranging from 87% agreeing with ‘a design reflecting Littlehampton’s maritime heritage and history’ down to 73% agreeing with ‘the use of tamarisk trees’.

In order of agreement these are (percentage agreeing in brackets):
‘A design reflecting Littlehampton’s maritime heritage and history’ (87%)
‘A restrained colour palette to reflect the seaside’ (80%)
‘The use of paving to provide subtle cues of the seaside’ (79%)
‘Referencing natural patterns to provide a timeless identity’ (79%)
‘Details that reflect boat building and craftsmanship’ (76%)
‘The use of Tamarisk trees; a quintessential seaside tree’ (73%).

2.2 High levels of agreement with the underlying objectives\(^2\) of the scheme, ranging from 94% agreeing with ‘creating spaces’ down to 72% agreeing with ‘slowing traffic’.

In order of agreement these are (percentage agreeing in brackets):
‘Creating spaces’ (94%)
‘Celebrating the arrival experience’ (88%)
‘A special shopping and dining’ (88%)
‘Creating a sequential experience’ (81%)
“Less is more” (79%)
‘Slowing traffic’ (72%).

2.3 High levels of agreement with the five proposals for specific areas of the town, ranging from 86% agreeing with proposals for ‘the arcade’ down to 77% agreeing with proposals for ‘Arundel Road roundabout’.

In order of agreement these are (percentage agreeing in brackets):
‘The Arcade’ (86%)
‘Littlehampton Train Station’ (84%)
‘The High Street’ (84%)
‘Beach Road Roundabout’ (84%)
‘Arundel Road Roundabout’ (77%).

2.4 There are generally high levels of agreement with proposals that would change the view looking along Littlehampton High Street, ranging from 81% agreeing with ‘a new identity achieved through specially designed seats etc’. However the least supported proposal is the removal of the clock tower, with just 42% agreeing\(^3\).

In order of agreement these are (percentage agreeing in brackets):
‘New identity achieved through specially designed seats, tree grilles, paving, tamarisk trees and timber lighting columns. Using a subtle coastal theme’ (81%)
‘CCTV camera relocated to buildings (if possible)’ (76%)
‘Existing street clutter removed (planters, railings, and posts)’ (74%)

\(^2\) Note these objectives were two questions in the survey to tie in with the exhibition boards.
\(^3\) With 30% disagreeing and 25% undecided.
‘Pavements widened and roadway reduced in width and paved; guard rails removed to infer pedestrian priority’ (72%)
‘Monolith and finger post signs to aid orientation’ (72%)
‘Ghost sign’ artwork on blank façades’ (62%)
‘Clock tower removed to reinstate historic sight lines along the High Street to St. Mary’s Church and draw people into the town’ (42%).

2.5 Generally high levels of agreement with the proposed materials and street furniture, ranging from 85% agreeing with ‘integrated lighting’ down to 50% agreeing with ‘fish scale patterning’.

In order of agreement these are (percentage agreeing in brackets):
‘Integrated lighting’ (85%)
‘Paving pattern - changing intensity (seaside colour accents)’ (77%)
‘Cycle stands’ (77%)
‘Tamarisk trees’ (73%)
‘Timber lighting columns’ (71%)
‘Bespoke seating’ (69%)
‘Monolith signage’ (64%)
‘Organic shapes (unique identity)’ (63%)
‘Bespoke tree grilles - fish scale patterning’ (59%)
‘Fish scale patterning’ (50%)

2.6 Although there are high levels of agreement with the design proposals, the open response questions did highlight a number of concerns with some of them. Principally amongst these are mixed views about removing the clock tower in the High Street; the use of Tamarisk trees in the High Street; and concerns over comfort of the proposed seating designs.

2.7 Along with the high percentages agreeing with these design proposals, a high number of positive comments were received. A small selection of general comments is provided below:

“The recent work done on the river side is outstanding. I’d like to see future work done to that finish and to key in with that aesthetic to create a coherent feel that unifies the different areas.”

“I am encouraged by the designs. Money does need to be spent on the town to enhance the offer and encourage visitors to stay longer and spend money. Littlehampton is a hidden gem but needs help.”

“I would LOVE to walk into a nice new town. I would definitely come into my home town a lot more often!”

“Love the plans!! A fantastic town which rightly deserves some real TLC. Thank you.”
3. KEY FINDINGS

3.1 Exhibition boards 1 and 2 provide the introduction, observations and opportunities. Respondents were recommended to view these boards as they explain the reasons for the project and highlight the proposed study area. There were no questions specifically relating to these; the survey questions relate to boards 3 to 7.

3.2.1 Board 3 is titled ‘The vision and overarching principles’. Survey question 1 asks respondents whether they agreed or disagreed with a number of underlying scheme proposals. Chart 1 highlights the high level of agreement with each of these, ranging from 87% agreeing with ‘a design reflecting Littlehampton’s maritime heritage and history’ down to 73% agreeing with ‘the use of tamarisk trees’. The chart also shows percentages who disagree with each proposal.

**Chart 1 – (Q1) Agreement/disagreement with the underlying proposals**

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Agree (%)</th>
<th>Disagree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A design reflecting Littlehampton’s maritime heritage and history</td>
<td>87%</td>
<td>2%</td>
</tr>
<tr>
<td>A restrained colour palette to reflect the seaside</td>
<td>80%</td>
<td>7%</td>
</tr>
<tr>
<td>The use of Tamarisk trees; a quintessential seaside tree</td>
<td>73%</td>
<td>7%</td>
</tr>
<tr>
<td>The use of paving to provide subtle cues of the seaside</td>
<td>79%</td>
<td>4%</td>
</tr>
<tr>
<td>Details that reflect boat building and craftsmanship</td>
<td>76%</td>
<td>8%</td>
</tr>
<tr>
<td>Referencing natural patterns to provide a timeless identity</td>
<td>79%</td>
<td>4%</td>
</tr>
</tbody>
</table>

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

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

5 Where other factors appear to be significant, these are referred to in the text of the report.
3.2.3 Table 2 shows under 35s are less likely than average to agree with designs reflecting maritime heritage, or details reflecting boat building and craftsmanship, but more likely than average to agree with referencing natural patterns to provide a timeless identity. Respondents aged 55 or older are less likely than average to agree with a restrained colour palette to reflect the seaside; the use of tamarisk trees; the use of paving to provide subtle cues of the seaside; or referencing natural patterns to provide a timeless identity. Those aged 35 to 54 are more likely than average to agree with a restrained colour palette to reflect the seaside, and details that reflect boat building and craftsmanship.

Table 2 – (Q1) Do you agree or disagree with the following underlying proposals to celebrate the special qualities of Littlehampton (shown on board 3)?

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Total</th>
<th>Under 35</th>
<th>35 to 54</th>
<th>55 or older</th>
</tr>
</thead>
<tbody>
<tr>
<td>A design reflecting Littlehampton’s maritime heritage and history</td>
<td>87%</td>
<td>74%</td>
<td>91%</td>
<td>89%</td>
</tr>
<tr>
<td>A restrained colour palette to reflect the seaside</td>
<td>80%</td>
<td>79%</td>
<td>87%</td>
<td>73%</td>
</tr>
<tr>
<td>The use of Tamarisk trees; a quintessential seaside tree</td>
<td>73%</td>
<td>79%</td>
<td>77%</td>
<td>66%</td>
</tr>
<tr>
<td>The use of paving to provide subtle cues of the seaside</td>
<td>79%</td>
<td>87%</td>
<td>84%</td>
<td>69%</td>
</tr>
<tr>
<td>Details that reflect boat building and craftsmanship</td>
<td>76%</td>
<td>69%</td>
<td>80%</td>
<td>74%</td>
</tr>
<tr>
<td>Referencing natural patterns to provide a timeless identity</td>
<td>79%</td>
<td>95%</td>
<td>79%</td>
<td>71%</td>
</tr>
</tbody>
</table>

3.2.4 66 respondents provided their views on these underlying proposals (question 2). These are shown in full in the appendix.

3.2.5 A selection of responses is shown below:

**A design reflecting Littlehampton’s maritime heritage and history:**

“Glad you are protecting the town’s history.”

“The existing maritime themed street furniture is attractive and suitable for the town’s heritage.”

“You state that you wish to reflect maritime history etc but you wish to remove a lot of the signage and poles which have always shown this clearly, surely this contradicts itself?”

**A restrained colour palette to reflect the seaside:**

“Colour palette should be bold, bright, and colourful.”

“I agree that the design should be timeless with a subtle colour palette.”

“The prominent use of natural colours and materials are evidently successful - already in use on East Bank and Bognor Regis public realm work.”

**The use of Tamarisk trees; a quintessential seaside tree:**

“As well as tamarisks, other broader leaved (and flowering) trees, especially in the High Street area.”
“Tamarisk is more commonly found growing as a shrub. Is it suitable to use as a tree? It is a very lax shrub and not tidy.”

“Tamarisk trees tend took very scruffy when they are not flowering. Perhaps some other varieties could be considered?”

“We need more trees, more planting, to provide oxygen.”

**The use of paving to provide subtle cues of the seaside:**

“Paving needs to be disabled friendly, it will be ok if it isn't "bumpy".”

“The paving should be plain and the same all around the town, too many different types of paving looks awful!”

**Details that reflect boat building and craftsmanship:**

“Need to keep our heritage; boat building theme is great.”

**Referencing natural patterns to provide a timeless identity:**

“I think design cues can come from all aspects of the above areas. I agree that the "ships wheel", overly traditional motifs are a bit dated however there is a danger that being overly bold could appear dated even more quickly.”

“Ideally a blend of traditional and modern architecture. Littlehampton should be leading the way, as has been done with East Beach Cafe, Longest Bench and Pier Road etc.”

“Please consider the strength of a timeless design which will not date as opposed to an ultra-modern design which may have initial novelty impact, but which people may tire of after a short period of time.”

**Other comments:**

“Littlehampton is a small seaside resort. Many of the proposals, though beautiful designs in themselves, threaten to turn it into a theme park, if overdone.”

“The recent work done on the river side is outstanding. I'd like to see future work done to that finish and to key in with that aesthetic to create a coherent feel that unifies the different areas.”

“These ideas are OK but avoid change for the sake of change. Remember that some "old fashioned" things are good and worth preserving. Don't get carried away!”
3.3.1 Boards 4 and 5 are titled ‘Overarching principles’ and cover six objectives of the scheme. Question 3 refers to board 4 and asks respondents whether they agree or disagree with each of objectives 1 to 3 of the design scheme. Chart 2 highlights the high level of agreement with each, ranging from 94% agreeing with ‘creating spaces’ down to 79% agreeing with ‘less is more’.

**Chart 2 – (Q3) Agreement/disagreement with the underlying objectives (1 to 3)**

![Chart showing agreement/disagreement with objectives]

3.3.2 Table 3 shows under 35s are more likely than average to agree with ‘creating a sequential experience’ whilst those aged 55 or over are less likely than average to agree with this objective. 67% of respondents aged 65+ agreed with ‘creating a sequential experience’ and 72% with ‘less is more’.

**Table 3 – (Q3) Do you agree or disagree with the following underlying objectives (1 to 3) of the design scheme (shown on board 4)?**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Total (Base: 201)</th>
<th>Under 35 (Base: 39)</th>
<th>35 to 54 (Base: 82)</th>
<th>55 or older (Base: 80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating a sequential experience: Using a sequence of spaces to lead people through the town; new ‘punctuation’ spaces, sight lines, and a unified character</td>
<td>81%</td>
<td>92%</td>
<td>84%</td>
<td>71%</td>
</tr>
<tr>
<td>“Less is more”: Un-cluttered simplicity, not impeding pedestrian movement; the public realm should create a setting for the existing distinctive and varied architecture, not compete with it; restrained use of colour</td>
<td>79%</td>
<td>74%</td>
<td>83%</td>
<td>78%</td>
</tr>
<tr>
<td>Creating spaces: Turning underutilised streets and spaces into new public spaces; pocket plazas, pocket parks for sitting in comfort, outside dining, and town centre events</td>
<td>94%</td>
<td>92%</td>
<td>93%</td>
<td>95%</td>
</tr>
</tbody>
</table>
3.3.3 65 respondents provided their views on these objectives (question 4). These are shown in full in the appendix.

3.3.4 A selection of responses is shown below:

**Creating a sequential experience:**

“People coming to the town are here for the beach not to tramp through the town.”

“People will walk where they want to go. Trying to lead people may be a wasted effort.”

**“Less is more”**: 

“Less is more is a good option if it encourages shops to remove the vast array of 'A' boards etc. that clutter the High Street, but not to remove attractive street furniture.”

“There is plenty of space already, why get rid of what we have? I do not agree with the clock tower removal, and if you remove bins then there will be more of a litter problem. And please do not replace with benches like the ones on the seafront as they are so uncomfortable!”

“Yes, to keeping things uncluttered but don’t make it bland. We need to stand out from the surrounding towns, we can’t compare for shopping etc so let’s be eye catching....think fun and young”

**Creating spaces:**

“Any new seating or any that is replaced should be comfortable with backs. Littlehampton residents and many visitors are elderly and would like to sit down to rest.”

“Creating spaces sounds like a good idea, but not if they will attract street drinkers etc to hang out there and make it a "no go area" for the rest of the community.”

“Like the idea of pocket plazas, however the high street can be a bit of a wind tunnel.”

“Outside Dining is surely a contradiction of what the scheme is looking to provide by cluttering the areas up with more table and chairs.”
3.4.1 Board 5 covers objectives 4 to 6 of the design scheme. Question 5 asks respondents whether they agree or disagree with each of these. Chart 3 highlights the high level of agreement with each, ranging from 88% agreeing with both ‘celebrating the arrival experience’ and ‘a special shopping and dining experience’ down to 72% agreeing with ‘slowing traffic’.

Chart 3 – (Q5) Agreement/disagreement with the underlying objectives (4 to 6)

3.4.2 Table 4 shows under 35s are less likely than average to agree with ‘slowing traffic’. 79% of male respondents agreed with ‘slowing traffic’ compared with 65% of female respondents.

Table 4 - (Q5) Do you agree or disagree with the following underlying objectives (4 to 6) of the design scheme (shown on board 5)?

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Celebrating the arrival experience: Setting the scene for Littlehampton;</td>
<td>88%</td>
<td>87%</td>
<td>85%</td>
<td>90%</td>
</tr>
<tr>
<td>town arrival points that give strong messages of what to expect from the</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>rest of the town</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slowing traffic: Creating a pedestrian priority environment with subtle</td>
<td>72%</td>
<td>64%</td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>cues to slow traffic throughout the town centre - such as narrowed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>vehicular space, flush surfaces, pedestrian type materials in the</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>carriageway</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A special shopping and dining experience: Celebrating the independent</td>
<td>88%</td>
<td>92%</td>
<td>89%</td>
<td>84%</td>
</tr>
<tr>
<td>shops and community spirit; regenerating shop frontages; unified shop</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>frontages strategy; breathing life into the arcade; ghost signs on blank</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>façades</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.4.3 64 respondents provided their views on these objectives (question 6). These are shown in full in the appendix.

3.4.4 A selection of responses is shown below:

**Celebrating the arrival experience:**

“Definitely need to improve the area around the station - what a shock to people arriving for the first time.”

“The first impression one gets is OK, but not great, and there is an impeded view of the high street from the train station area. It is not clear at first that the main shopping area is directly in front of you.”

**Slowing traffic:**

“I don’t think changing the road surface will do anything to deter the large number of road users who drive too fast.”

“Making roads look more like pedestrian areas can only cause a hazard, particularly for the elderly, disabled, partially sighted and young children who will be confused as to whether it is pedestrianised or has vehicular priority.”

“Please remember not all drivers can ‘read’ subtle cues.”

**A special shopping and dining experience:**

“I am positive about all of these proposals in principle, however unifying the shop frontages would seem highly impractical and unlikely.”

“There needs to be something to draw people in so that they will be more willing to come back and visit. We get so many visitors to our beach and it would be great if the town and riverside/beach could be more integrated for people to enjoy and explore.”
3.5.1 Board 6 is titled ‘The emerging illustrative design plan’, the top of which covers five proposals for specific areas of the town. Question 7 asks respondents whether they agree or disagree with each of these. Chart 4 highlights the high level of agreement with each, ranging from 86% agreeing with proposals for ‘the arcade’ down to 77% agreeing with proposals for ‘Arundel Road roundabout’.

Chart 4 – (Q7) Agreement/disagreement with the proposals for specific areas of the town

3.5.2 Table 5 shows under 35s are more likely than 55+ year olds to agree with proposals for ‘the High Street’. Respondents aged 35 to 54 are more likely than those aged 55+ to agree with proposals for ‘Beach Road roundabout’.

Table 5 – (Q7) Do you agree or disagree with the following proposals for specific areas of the town (shown at the top of board 6)?

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Littlehampton Train Station: New identity to arrival at Littlehampton. Taxi rank moved westwards to create a new arrival space with seating, lighting and tree planting</td>
<td>84%</td>
<td>7%</td>
</tr>
<tr>
<td>2. Arundel Road Roundabout: New raised and paved crossings to infer pedestrian priority. Parking rationalised and pavements widened to create new pocket plaza outside the United Church. New seating, lighting and tree planting</td>
<td>77%</td>
<td>8%</td>
</tr>
<tr>
<td>3. The High Street: A beautifully simple street at the heart of Littlehampton, with a de-cluttered street scene and new high quality materials and furniture. New clusters of special seating and tamarisk trees provide shoppers a place to stop and sit. Historic sight lines along the High Street to St. Mary’s Church are reinstated to draw people into the town</td>
<td>84%</td>
<td>7%</td>
</tr>
<tr>
<td>4. The Arcade: Refurbished to its former glory. Outside new seating and tamarisk trees provide an improved and more visible setting for the Arcade. New raised and paved crossings to infer pedestrian priority along with widened pavements</td>
<td>86%</td>
<td>8%</td>
</tr>
<tr>
<td>5. Beach Road Roundabout: New raised and paved crossings to infer pedestrian priority. Pavement space is maximised and sight lines to the War Memorial and along Beach Road are improved. New pocket plaza with seating and planting</td>
<td>84%</td>
<td>7%</td>
</tr>
</tbody>
</table>
3.5.3 82 respondents provided their views on these proposals (question 8). These are shown in full in the appendix.

3.5.4 A selection of responses is shown below:

1. Littlehampton train station:

“Taxis need to be outside the station for easy access.”

“This would create a much better initial impression.”

“Too cramped up by the station, don’t make parking more difficult if you move the taxi rank.”

2. Arundel Road roundabout:

“Arundel Road roundabout - this is a very busy junction for vehicles; if it becomes geared towards pedestrians where do vehicles go?”

“Creating pedestrian priority on the roads won’t slow drivers but will encourage pedestrians to just walk out into the road.”

3. The High Street:

“Completely agree with the de-cluttering of the High Street but do not agree with the removal of the Clock Tower. This is part of Littlehampton’s fabric, it's used as a meeting place, is a central point, and the suggestion of a sight line along the High Street to St. Mary’s Church is tenuous at most, since you can barely see it and the view is really not spectacular enough to justify removing the Clock Tower.”

“Dislike the "special", ugly, uncomfortable, not fit for purpose new seating ideas. Leave the clock tower alone, it’s something to make for and meet at when you come out of the station.”

“Do not spend money on fancy seating. The existing benches are satisfactory.”

“High street: seating ideas look costly and not comfortable or practical.”

“The sight line to St. Mary's is not significantly impeded at present. Some decluttering of street furniture would be a benefit.”

4. The Arcade:

“Definitely do something to the arcade, it looks so dated and dingy, not inviting at all.”

“These are all very good, forward thinking ideas. I particularly like the improved arcade as it is becoming a rather run down area of the town and needs changing.”

“To make the arcade work would require something very special. Arcades rarely work.”
5. Beach Road Roundabout:

“Beach Road roundabout is currently a busy traffic route, so would need measures to reduce volume of traffic entering this road junction.”

“Beach Road roundabout is very much in need of new crossing arrangements. These sound feasible.”

3.6.1 The foot of board 6 covers proposals that would change the view looking along Littlehampton High Street. Question 9 asks respondents whether they agree or disagree with each of these. Chart 5 highlights the high level of agreement for most, ranging from 81% agreeing with ‘a new identity achieved through specially designed seats etc’. However just 42% agree with ‘the clock tower to be removed’.

Chart 5 – (Q9) Agreement/disagreement with proposals that will change the view looking along Littlehampton High Street

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Agree (%)</th>
<th>Disagree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing street clutter removed (planters, railings, and posts)</td>
<td>74</td>
<td>11</td>
</tr>
<tr>
<td>New identity achieved through specially designed seats, tree grilles, paving, tamarisk trees and...</td>
<td>81</td>
<td>8</td>
</tr>
<tr>
<td>Pavements widened and roadway reduced in width and paved; guard rails removed to infer...</td>
<td>72</td>
<td>13</td>
</tr>
<tr>
<td>CCTV camera relocated to buildings (if possible)</td>
<td>76</td>
<td>7</td>
</tr>
<tr>
<td>Clock tower removed to reinstate historic sight lines along the High Street to St. Mary’s Church...</td>
<td>42</td>
<td>30</td>
</tr>
<tr>
<td>‘Ghost sign’ artwork on blank façades</td>
<td>62</td>
<td>6</td>
</tr>
<tr>
<td>Monolith and finger post signs to aid orientation</td>
<td>73</td>
<td>9</td>
</tr>
</tbody>
</table>
3.6.2 Table 6 shows respondents aged 55+ seem less likely than average to support ‘removing existing street clutter’; ‘achieving a new identity’; ‘widening pavements’; ‘removing the clock tower’; and ‘ghost sign artwork’.

Table 6 – (Q9) Do you agree or disagree with the following proposals that will change the view looking along Littlehampton High Street (shown at the foot of board 6)?

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Total (Base: 201)</th>
<th>Under 35 (Base: 39)</th>
<th>35 to 54 (Base: 82)</th>
<th>55 or older (Base: 80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing street clutter removed (planters, railings, and posts)</td>
<td>74%</td>
<td>77%</td>
<td>82%</td>
<td>64%</td>
</tr>
<tr>
<td>New identity achieved through specially designed seats, tree grilles, paving, tamarisk trees and timber lighting columns. Using a subtle coastal theme</td>
<td>81%</td>
<td>92%</td>
<td>82%</td>
<td>74%</td>
</tr>
<tr>
<td>Pavements widened and roadway reduced in width and paved; guard rails removed to infer pedestrian priority</td>
<td>72%</td>
<td>64%</td>
<td>82%</td>
<td>65%</td>
</tr>
<tr>
<td>CCTV camera relocated to buildings (if possible)</td>
<td>76%</td>
<td>67%</td>
<td>80%</td>
<td>76%</td>
</tr>
<tr>
<td>Clock tower removed to reinstate historic sight lines along the High Street to St. Mary’s Church and draw people into the town</td>
<td>42%</td>
<td>41%</td>
<td>50%</td>
<td>35%</td>
</tr>
<tr>
<td>‘Ghost sign’ artwork on blank façades</td>
<td>62%</td>
<td>69%</td>
<td>67%</td>
<td>53%</td>
</tr>
<tr>
<td>Monolith and finger post signs to aid orientation</td>
<td>72%</td>
<td>62%</td>
<td>78%</td>
<td>71%</td>
</tr>
</tbody>
</table>

3.6.3 75 respondents provided their views on these proposals (question 10). These are shown in full in the appendix. The word in figure 5 highlights that the proposal to remove the clock tower brought the greatest response, both for and against.

3.6.4 A selection of responses is shown below:

**Existing street clutter removed (planters, railings, and posts):**

“It is felt that some form of planters should remain as flowers add interest all year round and would supplement trees.”

**New identity achieved through specially designed seats, tree grilles, paving, tamarisk trees and timber lighting columns. Using a subtle coastal theme:**

“Architecture of East Bank (new flood defences, steps, planters, seating) should be extended and replicated. DO NOT introduce new designs as this will just replicate the current mish-mash!”

**Pavements widened and roadway reduced in width and paved; guard rails removed to infer pedestrian priority:**

“Pedestrian priority is unachievable unless something else is done more widely to reduce town centre through traffic.”

“Removing railings could compromise safety for young children.”

“The worry whether you are on the road or pavement area has to be considered.”
“Widening those pavements would have a great effect on the look of the town, and the appeal of all those shop units.”

**CCTV camera relocated to buildings (if possible):**

“CCTV should be placed where it is of most use rather than a position to look attractive.”

**Clock tower removed to reinstate historic sight lines along the High Street to St. Mary’s Church and draw people into the town:**

“Can clock tower be kept but moved to somewhere more suitable?”

“I think removal of the clock tower might be unpopular.”

“It is helpful to have a clock somewhere in the High Street.”

“Perhaps move the clock tower to a new welcome area at the rail station. I don’t like it, but many do.”

“Please keep the clock tower, it is where everyone meets, is pretty and is iconic... As are the metal nautical wheel signs.”

“The clock tower does not impede the sight-line towards St. Mary’s. It would be an act of vandalism to remove it.”

**‘Ghost sign’ artwork on blank façades:**

“I remember the ghost signs in the town, really gave it a unique feel. Be great to have them back near the Dolphin Hotel.”

**Monolith and finger post signs to aid orientation:**

“Disagree with signage on the basis this is likely to create the clutter you are clearing out.”

3.6.5 The word cloud in Figure 1 shows the most frequently mentioned words regarding these proposals. This clearly shows the clock tower drew the most comment!

**Figure 1 – (Q10) Most frequently mentioned words on proposals that will change the view looking along Littlehampton High Street [Base: 75]**
3.7.1 Board 7 is titled ‘Proposed materials and street furniture’ and covers eleven proposals. Question 11 asks respondents whether they agree or disagree with each of these. Chart 6 highlights the high level of agreement with each, ranging from 85% agreeing with ‘integrated lighting’. However just 50% agree with ‘fish scale patterning’.

Chart 6 – (Q11) Agreement/disagreement with proposed materials and street furniture

<table>
<thead>
<tr>
<th>Proposed materials</th>
<th>Total (Base: 201)</th>
<th>Under 35 (Base: 39)</th>
<th>35 to 54 (Base: 82)</th>
<th>55 or older (Base: 80)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bespoke seating</td>
<td>69%</td>
<td>79%</td>
<td>79%</td>
<td>53%</td>
</tr>
<tr>
<td>Organic shapes (unique identity)</td>
<td>63%</td>
<td>72%</td>
<td>77%</td>
<td>44%</td>
</tr>
<tr>
<td>Paving pattern - changing intensity (seaside colour accents)</td>
<td>77%</td>
<td>90%</td>
<td>83%</td>
<td>64%</td>
</tr>
<tr>
<td>Fish scale patterning</td>
<td>50%</td>
<td>54%</td>
<td>59%</td>
<td>40%</td>
</tr>
<tr>
<td>Integrated lighting</td>
<td>85%</td>
<td>95%</td>
<td>90%</td>
<td>74%</td>
</tr>
<tr>
<td>Bespoke tree grilles - fish scale patterning</td>
<td>59%</td>
<td>69%</td>
<td>65%</td>
<td>49%</td>
</tr>
<tr>
<td>Cycle stands</td>
<td>77%</td>
<td>77%</td>
<td>79%</td>
<td>74%</td>
</tr>
<tr>
<td>Timber lighting columns</td>
<td>71%</td>
<td>79%</td>
<td>82%</td>
<td>55%</td>
</tr>
<tr>
<td>Monolith signage</td>
<td>64%</td>
<td>64%</td>
<td>73%</td>
<td>55%</td>
</tr>
<tr>
<td>Tamarisk trees</td>
<td>73%</td>
<td>77%</td>
<td>78%</td>
<td>66%</td>
</tr>
</tbody>
</table>
3.7.3 69 respondents provided their views on these proposed materials and street furniture (question 12). These are shown in full in the appendix.

3.7.4 A selection of responses is shown below:

**Bespoke seating:**

“Any seating should be designed with comfort in mind as well as any bespoke design.”

“I think the type of seating has to also be practical. A lot of older people will not find the sort of seating shown on board 7 to be comfortable.”

“Most seats should have backs for older residents.”

**Organic shapes (unique identity):**

“Just make sure any unique shapes of furniture are practical for use.”

**Paving pattern - changing intensity (seaside colour accents):**

“I like the idea of different paving materials so long as they are good quality and will last well.”

**Fish scale patterning:**

“Fish scales do not look like the illustration!”

**Integrated lighting:**

“Like the idea of integrated lighting.”

“Need better lighting; not very welcoming after dark.”

**Bespoke tree grilles - fish scale patterning:**

“The tree grilles have the disadvantage of collecting rubbish.”

**Cycle stands:**

“Could they be in steel not black?”

“Encourage cycling more, it would improve health in the town if more people cycled, however there are theft concerns.”

**Timber lighting columns:**

“Why timber lighting columns, surely they would be expensive and cost a lot to maintain?”
Litter bins:

“Litter bins - ugly - much needed but would wooden slats blend in more?”

“New bins are not large enough, but like design.”

“The bins look very out of place with the rest of the materials. They could be timber clad, organic shaped or have fish scale patterning to match the other furniture.”

Monolith signage:

“The new monoliths can’t be read until up close; finger posts with contrasting colours can be clearer.”

Tamarisk trees:

“Aren’t tamarisk trees high maintenance? Costly to manage.”

“Need some trees in town.”

“Please think about alternative trees to tamarisk.”

“Tamarisk trees are very bushy and become very bedraggled looking very quickly. Are they right to have in an urban setting?”

Other comments:

“ADC has done wonders with Bognor Regis and Rustington and needs to stop ignoring this town.”

“Like them all. It’s all stylish, understated and modern without feeling it will date quickly or appear odd in the future built environment.”

“Littlehampton can look as nice as can be, but it will be ruined with drunks and druggies.”

3.8.1 Question 13 invited respondents to provide further comments on the proposals. 99 responses were received and are shown in full in the appendix.

3.8.2 A selection of responses is shown below:

Positive:

“Don’t be scared to make it fun. No one remembers a dull place and if you don’t remember it you won’t come back. Be bold. Be fun. Be young (it revitalizes the older generation to feel young again). Use colour and hidden gems to discover. MAKE LITTLEHAMPTON MEMORABLE.”

“I am encouraged by the designs. Money does need to be spent on the town to enhance the offer and encourage visitors to stay longer and spend money. Littlehampton is a hidden gem but needs help.”
“I would LOVE to walk into a nice new town. I would definitely come into my home town a lot more often!”

“Love the plans!! A fantastic town which rightly deserves some real TLC. Thank you.”

“This is great news for the town following the great development by the river.”

“Really exciting design ideas which have great potential to enhance Littlehampton, and draw people in from the Esplanade and Riverside. As London Road in Bognor has already demonstrated, the ambience and public perception of a place can be transformed by these projects. Good luck!”

Negative:

“There are no facilities for disabled people shown on any plans. This includes all types of disability.”

“This is a seaside resort where people come for a day out and locals to shop. Ideas must be fit for purpose. We already have (along the front) uncomfortable seating and shelters which offer no protection from the elements. Abstract designs are all very well in an art gallery but this is a place for people, not grand designs.”

Anti-social behaviour issues/street drinkers:

“A great proposal, so long as an absolute zero tolerance of the street drinkers is adopted and actually enforced in the town centre.”

The clock tower:

“Feel you don’t realise how much effort was made to put up the clock tower. If you decide to pull it down, I for one will be joining the protesters!”

“I am broadly in favour of most of the suggestions with the exception of the removal of the Clock Tower and also have concerns about the type of seating suggested.”

Shops:

“The ideas are fine but I think they will make little difference unless there is also some change in the shops in the town centre and surrounding area that make it a viable destination for those visiting the town.”

Funding:

“Hopefully you can get the finance to see this through.”

“Not sure where the money will come from but good luck anyway.”
APPENDIX

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

Q2. Views on underlying proposals to celebrate the special qualities of Littlehampton. [Base: 66 respondents]

Figure 2 – (Q2) most frequently mentioned words

A design reflecting Littlehampton’s maritime heritage and history:

“Glad you are protecting the town's history.”

“I think a design reflecting Littlehampton's maritime, boat building, and seaside history is correct.”

“I think that whatever is decided it should include a stronger connection between the town and the sea front.”

“Littlehampton precinct was already replaced with a scheme to reflect the patterns of the sea when last replaced. The existing maritime themed street furniture is attractive and suitable for the town's heritage and far nicer than the cold modern alternative concrete and wood blocks that have been chosen by Arun District Council for the Riverside Walkway and Bognor Town Centre which by comparison appear bland, soulless and characterless. The clock tower is the town centre is a much loved and recognised landscape and should be retained.”

“Littlehampton together with Rustington has a rich social history (unsurpassed by medium seaside towns?), producing no less than 6 prominent suffragettes. In 1900 the first working

women's hostel, set up by Mary Neal, survives in East Street. 2018 marks the centenary of women getting the vote. Anita Roddick was born here.”

“Please do NOT remove the "maritime" features - the seats, the floral display beds and trees.”

“Replicate the successful theme(s) already used on the seafront - don’t replace outdated themes with new ones that will date just as quickly.”

“To keep reflecting the maritime history, keep the clock tower and the nautical metal wheel signs etc!!!!!!!!!”

“Too many ship things look like a stereotypical B&B bathroom.”

“We already have a maritime identity.”

“What's wrong with the maritime theme we already have? Boat planters, anchors and wheel shapes all seem fine to me.”

“You state that you wish to reflect maritime history etc but you wish to remove a lot of the signage and poles which have always shown this clearly, surely this contradicts itself?”
A restrained colour palette to reflect the seaside:

“A restrained colour palette may cause the town to look extremely glum and just generally a bad place to be in; it may also deter people from using public places to show things off due to the lack of variety making the entire town look like just one massive blob of certain colours.”

“Brighter the better please... Littlehampton was once called the children’s paradise; let’s make it fun and young while keeping traditional themes... Don’t turn Littlehampton into another ‘God’s waiting room’.”

“Colour palette should be bold, bright, and colourful.”

“Colour: we are a seaside town, not bland, boring colours.”

“I agree that the design should be timeless with a subtle colour palette.”

“I think the Council needs to stop only concentrating on the seaside/riverside being the only thing that Littlehampton is about. Bognor Regis and Rustington have been successfully regenerated and Littlehampton largely ignored. Many people live here, many people who work and need shops and places to go, maybe nice wine bars and not just pubs for example. Concentrating on Littlehampton as a seaside resort is too seasonal, the people who live here live here 12 months of the year, not just the summer.”

“Littlehampton is lacking in colour to make it look more cheerful and inviting.”

“The colour is needed as there now isn't as much along the river and beach. The quaintness of the town would be destroyed with the decline of colour.”

“The design elements all sound a little bland and based on the past and not particularly unique on the south coast.”

“The prominent use of natural colours and materials are evidently successful - already in use on East Bank and Bognor Regis public realm work. The future maintenance / management of these areas - clearly defined future roles / responsibilities will play a large factor in their success.”

“Unlike the new river defences which are bland and boring (with awful plants, if you want to even call them plants) we need to introduce colours which reflect the seaside, as Littlehampton is a seaside town. Being post-modern doesn’t make something up to date, I think traditional with a modern, up to date flair will help regenerate the town and its uses.”

The use of Tamarisk trees; a quintessential seaside tree:

“As well as tamarisks, other broader leaved (and flowering) trees, especially in the High Street area.”

“For planting perhaps consider Escallonia, also used by the sea and makes compact hedging as a contrast to Tamarisk trees.”

“I agree on the use of more trees but will the blossom from the Tamarisk cause more mess than the benefits it will bring as an attractive tree?”

“I definitely think trees are good, but maybe some more 'beachy' in appearance, tall with large fronds etc.”

“I do agree to the use of Tamarisk trees which could be used prominently, however it should not be limited to their use - other seaside species will be suitable and appreciated.”

“More trees. A very good idea as long as roots will not pose expensive problems in the future.”

“Not an expert on trees so did not feel I could agree.”

“Not just Tamarisk trees.”

“Not sure about Tamarisk trees. Are there any other choices?”

“Not sure about the Tamarisk tree as it can be invasive, isn't native to the UK, and is usually found in hotter climates.”

“Not sure about using Tamarisk trees - not keen on the colour of the blossom.”

“Not sure of the point of only mentioning Tamarisk trees - perhaps a variety would be preferable?”
“Not to replace existing trees - why waste money?”

“Pine trees, coconut type, on the seafront near the wall on the green.”

“Tamarisk is more commonly found growing as a shrub. Is it suitable to use as a tree? It is a very lax shrub and not tidy. I remain to be convinced that it is suited to this situation.”

“Tamarisk trees etc OK if kept maintained properly and not allowed to trail all over the place.”

“Tamarisk trees really depend on their location.”

“Tamarisk trees tend took very scruffy when they are not flowering. Perhaps some other varieties could be considered?”

“There are much nicer trees than Tamarisk which would be suitable for the town centre.”

“Trees to add to a friendly relaxed seaside town.”

“We need more trees, more planting, to provide oxygen.”

The use of paving to provide subtle cues of the seaside:

“How about pavements that show up writing when it’s wet? How about involving local artists with getting them to make the sculptures? Involve the schools regarding artwork and design that could be incorporated into paving. Please don’t waste all the money on consultants or employing a big name artist, let’s keep this local. Embrace local artists and their work.”

“It is a shopping area not the beach, please no glaring white as in Bognor new shops area. Also seating is very uncomfortable there and blends in too well with paving! Please not too many obstacles, especially on market day, for the less mobile with walking aids etc and those with pushchairs. Too many cafe chairs etc at present.”

“Paving needs to be disabled friendly, it will be ok if it isn’t “bumpy”. What about refurbishing and cleaning up the footpath which runs from almost opposite the Station into Surrey Street, and leads tourists down past the Look and Sea centre and Lifeboat Station on down the harbour side and down the newly regenerated East bank to the beach?? The obvious route for tourists wanting a day on the beach when they have arrived by train. Not everyone wants to go into town; the beach is the big attraction to tourists.”

“Re paving - the current ‘pebble-dash’ pavements are uneven and can be difficult to negotiate (especially if you wear heels!) Can this be given some consideration when designing any new pavement material?”

“Small paving can become dislodged and may need more maintenance.”

“The paving should be plain and the same all around the town, too many different types of paving, including the pebble tarmac, looks awful!”

“When deciding on pavement materials, please be aware of disabled people who hurt when walking on uneven surfaces. Put the lumps and bumps out of the way.”

Details that reflect boat building and craftsmanship:

“Need to embrace the harbour into designs.”

“Need to keep our heritage; boat building theme is great.”

“Specific references become outdated or lost if not relevant (Tamarisk/boat building). An interesting theme not endorsed is day trips - most people experience Littlehampton initially on a day trip.”
Referencing natural patterns to provide a timeless identity:

“A "timeless" identity is a non-entity!”

“Aim for traditional rather than over-modern style.”

“I do not understand the last item (referencing natural patterns) - what does it mean?”

“I think design cues can come from all aspects of the above areas. I agree that the "ships wheel", overly traditional motifs are a bit dated however there is a danger that being overly bold could appear dated even more quickly. There is also the danger of the council and designers sitting around for days and days getting anal about details that no one will really care about. All this stuff about "moving through areas" can quickly turn into nonsense that makes no difference in the long term. Understated and stylish is the way to go.”

“I think the idea of recognising the town’s seaside locality is essential and you have clearly embraced this. I do however have one concern. Such major changes will incur considerable financial and other costs and therefore, once installed, will remain in situ for a protracted period of time. Please therefore consider the strength of a timeless design which will not date as opposed to an ultra-modern design which may have initial novelty impact, but which people may tire of after a short period of time.”

“Ideally a blend of traditional and modern architecture. Littlehampton should be leading the way, as has been done with East Beach Cafe, Longest Bench and Pier Road etc.”

“The seafront is a natural reflection of our place - we don't need to get too carried away with artificial designs.”

Other comments - positive:

“About time!”

“Crackin' ideas.”

“Great proposals.”

“Love them.”

Other comments - negative:

“Are you sure in times of shortage of money you want to stir up local taxpayers for what they will say is an unnecessary expense?!”

“Items 4 (subtle cues) and 6 (timeless identity) are meaningless phrases. What is intended by whoever thought them up? Sounds like a scam somewhere!”

Other comments:

“How about more seating and picnic benches on the green by the seafront?

“Leave design details to those with the appropriate expertise. Build on the positives identified in the town centre enhancements in Bognor Regis.”

“Littlehampton is a small seaside resort. Many of the proposals, though beautiful designs in themselves, threaten to turn it into a theme park, if overdone.”

“Modernisation, gentrification, well designed town would be welcomed.”

“Please do not spend taxpayers’ money on purely cosmetic changes. There are more important needs in this community e.g. elderly care, youth facilities, clean drains.”

“Street musicians...”

“The recent work done on the river side is outstanding. I’d like to see future work done to that finish and to key in with that aesthetic to create a coherent feel that unifies the different areas. There are some great buildings, but a lot of them are very run down so people concentrate on the crumbling plasterwork rather than the overall design. Overall the quality of materials used in the past has been poor and the
maintenance has not been done so that the lasting impression is of a disjointed, run down town. In case I don't get to say this later in the questionnaire by the way, I live by the beach front in the area you are asking about and we have huge problems with rubbish spilling out of bin bags on the street (no wheelie bins), dog fouling and fly tipping. No amount of money being spent on regeneration, however welcome it is, will work as well to improve the appeal of the town as wheelie bins and street cleaning.”

“These ideas are OK but avoid change for the sake of change. Remember that some "old fashioned" things are good and worth preserving. Don't get carried away!”

“To help with the cost of lighting the areas, try using LED lights that are battery/solar. Results in a beautiful evening experience and very low carbon footprint. Look at Hastings as an example.”

“You need to simplify the questions as most do not understand what quintessential, subtle cues, timeless identity etc”

Q4. Views on underlying objectives of the design scheme (creating a sequential experience; “less is more”; creating spaces) [Base: 66]

Figure 3 – (Q4) most frequently mentioned words

Creating a sequential experience: Using a sequence of spaces to lead people through the town; new ‘punctuation’ spaces, sight lines, and a unified character

“A sequential experience sounds like pretentious nonsense to me and an excuse for designers to charge silly consultants’ fees.”

“Creating a "sequential experience". Pier Road from restaurants to town is totally shocking. No signs. Travis Perkins eyesore. Big lorries NOT tourist friendly.”

“Currently the town does feel disjointed and open space is under utilised as it feels disconnected. Also we have a consistent stream of day trippers outside our house in the summer, who are moments from the sea front, but asking directions having no idea how to get from the station to the beach and having completely missed the river front which is a very pleasurable walk.”

“Do not put out too many objects to lead people through town. One or two simple signposts “to the beach” are sufficient.”

“Don't want a "unified" boring sanitised "sequential" experience which will lead people (if they bother to follow) through (and out of!) the town. Need instant colour, perhaps building facades, paving etc, signs. Need trees surrounded with backs that are comfortable (like the ones we have). The town needs to be vibrant and interesting, not banal.”

“For the "creating a sequential experience" the directions will have to be multi-lingual because our town and surrounding areas have a very diverse amount of people that speak many languages and if they don't understand what's going on it may cause them to get lost or have to interrupt those around them.”

“I agree very strongly on the first point of a sequential experience.”

“People coming to the town are here for the beach not to tramp through the town.”

“People will walk where they want to go. Trying to lead people may be a wasted effort.”
“Less is more”: Un-cluttered simplicity, not impeding pedestrian movement; the public realm should create a setting for the existing distinctive and varied architecture, not compete with it; restrained use of colour.

“Absolutely object to the proposal to remove the clock tower. It was put there to mark a special occasion - the millennium - and has become part of the character of the town. People I have spoken to are fond of it, plus it is useful. I would HATE to see it disappear. It would be a bad day; we would lose a landmark.”

“Do we need to get rid of what we have now?”

“Don’t get rid of the clock tower, instead make it more of a feature.”

“I do not feel the town is cluttered.”

“I feel that the clock tower should be included in a more appropriate place, perhaps in Terminus Road near the station?”

“I like the flower borders. Benches that are needed should remain as well as the ship’s wheel and the clock tower all should remain it is a waste of money taking away good seating that fits into the rest of the town.”

“I like the use of public space described and do think "less" is more”. Get that right and you get the foundation of spaces that people want to be in.”

“Keep the clock tower.”

“Less is definitely more - particularly when compared to the existing cluttered spaces that feature in Littlehampton at present.”

“Less is More is a good option if it encourages shops to remove the vast array of ‘A’ boards etc. that clutter the High Street, but not to remove attractive street furniture.”

“Less is more' is not necessarily ideal, but obviously too much clutter can destroy an overall view.”

“Less is more: how will 'A' boards be controlled?”

“Please keep the clock tower, even if it is to be re-sited.”

“The removal of the flowerbed, seating and bin outside the Crown would help decluttering (and perhaps save some gardening costs) but the seating is used (and would, presumably, be missed by those who use it, and the bin (or at least some sort of litter repository) is clearly necessary unless we are prepared to tolerate more litter. The main clutter problem in the High Street is caused by tables, chairs and screens outside coffee bars etc (eg the Contented Pig) which restrict pedestrian access to the public space. On Market Days this almost brings movement to a halt and adds to the increasing risk of collision between pedestrians and mobility buggies which are growing in number almost as rapidly as the tables, chairs etc. Surely the point of a pedestrian precinct is to allow the public to walk, shop, and go about their business safely? As it is we must compete for space with ever spreading cafe furniture and vehicles which are often driven without due care and attention.”

“There is plenty of space already, why get rid of what we have? I do not agree with the clock tower removal, and if you remove bins then there will be more of a litter problem. And please do not replace with benches like the ones on the seafront as they are so uncomfortable!”

“Use of colour must be restrained - the pictured paving in Middlehaven is unpleasant and in Solingen too stark.”

“We can achieve most of this with working with what we have got. The nautical theming of the 90s is still relevant today and should be worked with and built on NOT destroyed and replaced with a minimalist, sterile, irrelevant, one size fits all alternative. You do not buy a house full of character and improve it by ripping all the character, history and its heart out. DON’T DO IT TO OUR TOWN.”

“Yes, lose the cheesy emblems (ship’s wheels, shellfish recipe bollards etc) but DON’T destroy heritage (e.g. clock tower).”

“Yes, to keeping things uncluttered but don’t make it bland. We need to stand out from the surrounding towns, we can’t compare for shopping etc so let’s be eye catching….think fun and young”
Creating spaces: Turning underutilised streets and spaces into new public spaces; pocket plazas, pocket parks for sitting in comfort, outside dining, and town centre events

“Agree. BUT - the town’s street drinkers and undesirables need to be discouraged from colonising these spaces.”

“Any new seating or any that is replaced should be comfortable with backs. Littlehampton residents and many visitors who are elderly and would like to sit down to rest.”

“But what is the point when shops will continue to have hideous shop frontages? Their priority being their shop and not the town.”

“Close Pier Road and turn it into an outdoor café experience.”

“Creating spaces sounds like a good idea, but not if they will attract street drinkers etc to hang out there and make it a "no go area" for the rest of the community.”

“Creating spaces: where is the outside dining expected to be?”

“I agree with creating space etc, but yet again you are trying to remove history from the town. The clock tower in Littlehampton High Street is iconic. It seems such a shame to remove an item such as this to create a big empty space. I would be very upset to see something like this be removed.”

“I don’t object to the creating spaces idea, however I think it would have to be thought about in depth of where these spaces are going to go as you wouldn't want to create areas for gangs of teenagers to hang around in.”

“I think creating the right spaces and parks is a very good idea.”

“Like the idea of pocket plazas, however the high street can be a bit of a wind tunnel.”

“Lots of space for restaurants and bars to have outdoor seating. Limited public seating as tends to be hogged by alcoholics and drug addicts.”

“Need space for events; would be great to see more music in the town centre.”

“Need to consider the design of public spaces carefully to minimise potential negative consequences and inappropriate uses e.g. public drinking and anti-social behaviour.”

“Opportunities to encourage a ‘café culture’ would be nice. The current use of pedestrian walkways to spread tables and chairs out onto can hinder passage through the town, especially on market days. However, the use of these outdoor facilities indicates that people like them and would use them.”

“Outside Dining is surely a contradiction of what the scheme is looking to provide by cluttering the areas up with more table and chairs.”

“The pocket plazas etc will only work if they are not commandeered by the street drinkers, as are a lot of the current seating areas. Better management of anti-social behaviour is required if any of these improvements are to make Littlehampton a nicer place to visit.”

“The problem you then have is filling them with people that don't drop copious amounts of litter, don’t act like morons and aren’t shouting abuse whilst drinking their Special Brew. The other issue is not the architectural design framework but having a town centre that has viable shops and is not just full of small chain outlets and 50 coffee shops. A boarded up town is never pretty. Unfortunately the economic climate and stupid business rates do prevent the growth of a vibrant town full of independent shops that will attract visitors. I bet most visitors currently come to the sea front and never venture into the town centre as it hardly offers much of interest compared to any other boring high street.”

“The town is not only for dining, what we need is more shops with a wider choice of them, eg menswear, shoe shops etc……”

“These spaces should be fully maintained and regularly cleaned.”

“Unless a massive overarching project to direct traffic away from town centre routes is undertaken, I don’t see how this can work. The idea of a ‘pocket plaza’ next to the United Reform Church, for example, is completely pointless unless a massive reduction in traffic flow from Terminus Road and Franciscan Way is achieved because no one would ever want to spend time there next to traffic. Littlehampton’s town centre, despite the by-pass, remains a massively used thoroughfare and unless someone can magic away all of that traffic, trying to create new public spaces next to busy roads seems pointless.”
“You are contradicting yourselves somewhat, either you want outdoor dining facilities, or an uncluttered town to walk through??”

“You seem to use the term pocket plaza a lot without explaining what it is. Also, the clock tower is key to many of the town’s parades. For example, the Remembrance parade forms up there every year. It is also used by tour groups as a key meeting place, as it can be seen from far away.”

**Other comments - positive:**

“Really like the plans, the town is looking very tired and attracting street drinkers.”

“This is a super idea, and must be high on the agenda if not all proposals can be met.”

“Town centre is looking tired.”

**Other comments - negative:**

“More meaningless jargon. No actual objectives or aims.”

**Other comments:**

“Any water features proposed?”

“Clues from other European coastal towns/cities are reflected in the designs.”

“Doesn’t appear to make it more accessible, still the usual pedestrian pinch points, i.e. Floyds Corner footpath. Also more table and chair arrangements for smokers, shouters, etc to negotiate. Please, please, no more uncomfortable seating as on the prom and majority of river frontage i.e. no backs to the benches, no wind shelters that actually work, wooden benches covered in chip fat. Those of the older generation would really appreciate seats of the old design with backs and some proper wind and rain shelters, not the ugly longest bench which is rarely sat on as it needs cushions (listen to visitors comments). There is usually a rush to get to the few remaining wooden benches on the front to enjoy the sea views. Hope the pavements in the whole area will be upgraded to save all the accidents from tripping, etc. at present.”

“Eliminating anti-alcohol in the streets signs. Only OK if there’s a plan for how to deal with anti-social drinking in the centre of Littlehampton.”

“Encourage local residents to improve, especially their front gardens.”

“I have concerns about losing current parking spaces e.g. Beach Road. Also many shops need viable access for unloading/loading supplies.”

“I would like to see a café culture promoted down Pier Road by shutting the road off to traffic at the height of the summer. The tree planting in recent years by the Town Council is much appreciated. The derelict site in front of the health centre in Fitzalan Road if landscaped, even simply with grass, would improve the area greatly.”

“More effort should also be made to ensure that the parks and open spaces which do exist do not become areas for the congregation of large groups of adults for daytime drinking.”

“Perhaps the town could introduce free Wi-Fi? That could collect information on how many people are in the town. And how many visitors we are getting. Also could be used as a mail list to promote future events.”

“PLEASE no sculpture like the hideous one in Bognor Regis High Street/London Road. “Free” is not always good.”

“Roads and paths leading from the car parks behind the High Street should be made more attractive. The patched tarmac makes it very unattractive. Plant more trees and have more flower boxes around the car park. Release some of the tarmac area and make it into a park with areas for sitting.”

“Some of the side streets in Littlehampton are underused- if removing the areas for parking
caused problems then the Council should look into introducing a car park where possible.”

“There is a good community spirit in Littlehampton, however events are not often advertised or promoted widely enough so there is poor attendance.”

“We need to get more shops into Littlehampton, as has happened in Rustington and Bognor Regis.

“Where is money coming from?”

Surely really cutting the cost of rental in the town would help to persuade shops to come back into town - then slowly rise prices as they do well? For example, where Waitrose was, and did well - something like a Wilkinsons - everybody likes to spend money on their homes. Stop concentrating on Littlehampton as a visitor centre. People actually live here!”

Q6. Views on underlying objectives of the design scheme (celebrating the arrival experience; slowing traffic; a special shopping and dining experience)  [Base: 64]

Figure 4 – (Q6) most frequently mentioned words

Celebrating the arrival experience: Setting the scene for Littlehampton; town arrival points that give strong messages of what to expect from the rest of the town

“Absolutely agree that the routes into Littlehampton look terrible, but this has been allowed by the local planning authority by giving permission to such horrible looking blocks of flats as those opposite the railway station and on the corner of Terminus Road and Arundel Road which now have mouldy render and look flat and boring. If more was done to only give permission to buildings which enhance the street scene and don’t detract from it then these areas would not look so dismal.”

“All reasonable proposals, but please remember that New Road and Surrey Street form a main highway from the south of the town towards the station, Bognor, and north Littlehampton (perhaps now the original proposal to create a small town bypass through Hares Garage to the station should have been built instead of housing - too late now! Proposed 30-40 years ago.”

“Arrival - there should be a bus interchange outside the station (joined up transport).”

“Definitely need to improve the area around the station - what a shock to people arriving for the first time. The approach to the town centre looks lovely with all the flowers in the iron baskets on posts and rails. Proud of it.”

“Good luck. The problem with a poor “arrival experience” is simply down to successive poor planning decisions by the council, allowing mediocre developments that are ugly and of poor quality.”

“I don’t feel as if people coming here should be told what to expect because going out into the town and exploring can always be a lovely experience. It also gives an element of surprise as to what goes on during their time here.”

“I have only lived in Littlehampton since late November last year so remember clearly my own experience of first viewing the town. My daughter and I had been to view the new properties in the Kingley Gate development where I now live. As I decided that I would be interested in buying one there, we then needed to have a look at the local area including the town. As the gentleman I spoke with at the exhibition said, the first impression one gets is OK, but not great, and there is an impeded view of the high street from the train station area. It is not clear at first that the main shopping area is directly in front of you. We actually saw more of it from the bottom end near the post boxes as we drove round the one way system.”
“I note the reference to the bus interchange as one of the featured arrival spaces - however the proposed scheme does not quite extend to this area. Part of this area (e.g. car park) is in ADC ownership and may more easily be included in the scheme than some other private orWSCC owned/managed land. It could be included if only by way of street furniture / bus shelters.”

“I totally agree with the ‘arrival experience’ - currently, coming in from the bridge/Tesco’s roundabout, the town looks old, dirty and in desperate want of a facelift! I love the old signal box at the railway but its charm is ruined by the horrible metal fencing around the railway. The half demolished/constructed buildings (market site and old Locomotive pub) will hopefully be completed soon and the hoardings removed.”

“Make the approach to the town from the west more attractive. A view of trading estates and the station wall are not inspiring.”

“The arrival points are diabolical at present. I remember when I first arrived in Littlehampton and parked in the car park of the derelict supermarket: I didn’t know where to go, or even if I had arrived at the town centre. I walked down the High Street, and down Beach Road, still looking for the main shopping area!”

“The one way traffic system is the wrong way round. Arrivals by car only see the riverside (if they do at all) only after circumnavigating the town.”

“Agree with creating a pedestrian priority environment, especially along Beach Road. Would like to see more restricted parking outside Beach Road shops.”

“As stated in the previous comment space, I do not see how cues to slow traffic will have much effect without a project to reduce the amount of traffic as well.”

“By making roads look more like pedestrian areas can only cause a hazard, particularly for the elderly, disabled, partially sighted and young children who will be confused as to whether it is pedestrianised or vehicular priority. The barriers by the clock tower serve as a means of protection to prevent these residents from wandering into the road and causing accidents.”

“Don’t forget the buses that need to drive through parts of town so need the space, and it is a busy town, with lots of traffic and hold-ups already. You need alternative routes if you want to cut down on traffic in town.”

“Train station area is ugly; needs a facelift.”

“We need more clear positive messages to give to visitors coming into the town.”

**Slowing traffic:** Creating a pedestrian priority environment with subtle cues to slow traffic throughout the town centre - such as narrowed vehicular space, flush surfaces, pedestrian type materials in the carriageway.
“Fully pedestrianise Pier Road. This was on the agenda once. One of the best ideas for the town!”

“Giving pedestrians/cyclists more space and time to move in town. Pedestrians are more ‘valuable’ than cars, but not given the space.”

“I am all for slowing traffic, but with the one way system in place and the roads not especially wide in places already, there is potential for a single delivery lorry to block the entire town up if measures are not correct. Re visibility of shops and services, a lot of the town has a problem in that you simply cannot see what the shops are unless you are standing on the pavements. When driving through, all you see are the parked vehicles and the people trying to run out from between them to cross the road. You are too busy trying not to run someone down to spot a nice cafe.”

“I don’t think changing the road surface will do anything to deter the large number of road users who drive too fast. Narrowing the road with regular zebra crossings would do more to slow traffic than encouraging pedestrians to just walk out into the road, in my opinion.”

“I feel you missed an opportunity by not making Pier Road pedestrianised after the flood defences were completed.”

“I hope that this does not mean you want to include motorised traffic in what is now the High Street.”

“I worry that removing kerbs will lead to more pavement parking. The end of the High Street, near the station is often blocked by parked cars using the take away food shops in that area.”

“No controlled parking zones!! They would kill the town’s shops. Good band wagon for some councillors to get on but not good at all for the wider community!! People who buy houses in towns know parking is at a premium.”

“No slowning traffic: I like your ideas providing shops retain viable access as mentioned above. Also access for the disabled.”

“Pedestrian friendly streets are, of course, an excellent idea, but where has provision for safe cycling been factored in? One of the reasons I had for coming to live in Littlehampton was that it’s flat and perfect for cycling. The proposals for Surrey Street don’t appear to cater for cyclists at all.”

“Please remember not all drivers can ‘read’ subtle cues.”

“Rather than slowing traffic, priority should be given to replacing this space with plaza style areas and all traffic diverted around the edge of the town centre area. As much as the independent shops can be heralded as ‘hipster’ and ‘kitsch’ the lack of real motivations/purpose to visit the town centre for a wider audience would be significantly diminished.”

“Re the flow of traffic - I presume when you say “throughout the town centre” you are not suggesting removing the pedestrianisation areas?”

“Slow traffic? You don’t remember the awful traffic jams in Littlehampton years ago. It put off people coming to the town. You are obviously very young!”

“Slowing traffic down in Surrey Street is a must.”

“Slowing traffic is fine as long as access by vehicle will not be diminished. Especially important in the area Surrey Street towards High Street where there is no rear access for shops deliveries etc.”

“Slowing traffic: let’s not forget the need for large delivery lorries to access our town centre.”

“There is currently no provision for crossing Pier Road or South Terrace safely near the river and arcade and there is an awful blind corner there.”

“Traffic needs to be slowed to 20/25 mph in central Littlehampton.”

“Why does someone want to slow traffic? It is all 30mph anyway. Why make it even more difficult for deliveries etc? The existing pavements are more than adequate. More meaningless jargon.”

“Would like road narrowed when leaving town centre to single lane and the pebbled bit by Peacocks removed.”
A special shopping and dining experience: Celebrating the independent shops and community spirit; regenerating shop frontages; unified shop frontages strategy; breathing life into the arcade; ghost signs on blank façades

“A lot more needs to be done to bring to town a better class of shop, i.e. Next, M&S etc. Have a look at Rustington - different class.”

“Anything would be an improvement to the town centre! I find the centre of Littlehampton a very depressing place to shop and choose to shop elsewhere and know other people who do the same.”

“Arcade could be beautiful. Shop frontages could be more stylish.”

“But the rents for small businesses will have to be lower to encourage independent shops.”

“Can't compete with superstores, so make the most of bars and restaurants.”

“Celebrate our small shops by letting them be individual and quirky....think how much people love the fun of the Contented Pig...or Way Out There and Back in Evans Gardens. Be bold, not bland.”

“Don't just make the whole High Street about dining; we need a bigger variety of shops.”

“Don't need messages that imply this is a boring, uninteresting uniformly sanitised town with all the charm of a vast public toilet. Regenerate some shop fronts - but people like "quirky" and expect surprises that please. "Hidden" places and spaces to explore where they will want to stop and engage and sit and stay, not homogenised, boring "unification".

“Evans Garden (off Arcade Road) prioritised for a makeover - new grass/planted area i.e. a garden feel.”

“Ghost signs great; unified shop fronts unachievable and boring. Restoring the arcade - yes please.”

“I am positive about all of these proposals in principle, however unifying the shop frontages would seem highly impractical and unlikely.”

“I think the 'A special shopping and dining experience' is vital as when I walk through the town, nothing draws me in. I just go to the places I need to - not that I visit a lot any more. I get what I need and leave. There needs to be something to draw people in so that they will be more willing to come back and visit. We get so many visitors to our beach and it would be great if the town and riverside/beach could be more integrated for people to enjoy and explore.”

“Is it possible to control how traders present their frontages? The three shops near the station that are painted grey look awful!”

“Littlehampton is not a "posh" place and as much as it would be nice to raise the bar, you need to not only be attracting the right shops and restaurants but also have a town capable and willing to support them. Business rates and business neighbours are big barriers to this.”

“Need to attract different types of shops and get rid of alcohol drinkers. Superficial changes won't create the changes you are talking about. This has been said for such a long time and nothing seems to really change.”

“Not sure about ‘ghost signs' - unless they are recreations of those originally in Littlehampton it could give the town a 'DisneyWorld' feel!”

“Not sure developing the arcade is important as since the main Post Office went from here it is a rather dead area. The main part of the town is High Street/Surrey Street.”

“Please do not make the town look like every other town - it's happening with main traders already i.e. Card Factory, Greggs, etc etc arriving and killing off the individual feel of the town.”

“Re shopping: Littlehampton needs to decide its focus. The High Street can never meet the needs of local people for groceries, DIY goods, pet supplies etc, they will always go to superstores for this one. The High Street must accept this. Furthermore tattoo parlours and vaping supplies shops are not going to encourage other quality 'independent' shops. The town centre needs to evolve a specialism that people travel for e.g. artisan foodie shops, seafood, fish, chandlery and nautical stores, vintage shops, individual and different clothing shops. You need to hear local people saying "Ah, Littlehampton is really good for ......?"”

“Special shopping experience: who is going to fund the new matching shop signage and persuade the national companies to be involved?”
“The town centre is full of betting shops and charity shops; unless that changes then visitors are better off heading to the river and beach.”

“Visitors would enjoy sitting outside and the experience of being near the sea or river, but there must always be places for rubbish to be placed, not only to keep Littlehampton litter free and clean but to discourage the seagulls from annoying visitors while eating or scavenging any for discarded rubbish.”

“We need to encourage more than simply charity shops, estate agents.”

“What shops! We have very few independent shops due to the out of town shops which this Council has allowed and therefore killed the town. Littlehampton is just full of food outlets, banks/building societies, and charity shops.”

“Why is the White Hart allowed to look so unkempt? Littlehampton market next door is never open. Smarten up the beautiful arcade.”

“With regard to the arcade, it would be super to upgrade it. There are some fabulous examples around the country, particularly the one in Southport.”

“Would be great to see the arcade improved, like the lovely one in Norwich.”

“Yes, life into the arcade is excellent! What are “ghost signs”?”

“You need more big name shops in town. It was disappointing when Waitrose left.”

**Other comments:**

“All of those questions are so loaded that you could tick all 3 to cover all elements of the question.”

“Be discreet - NOT a lot of clutter please.”

“Need a good demographic study to ensure residents and who you are trying to encourage to visit are a good fit!”

“Seaside towns do tend to follow the same theme of poverty but some are just stunning like Torquay and Swanage. The natural West Beach should never be changed it looks so lovely from the pier side. Would love to see the Amusements on the seafront take a more American approach with good ideas.”
Q8. Views on proposals for specific areas of the town (Littlehampton train station; Arundel Road roundabout; the High Street; the arcade; Beach Road roundabout) [Base: 83]

Figure 5 – (Q8) most frequently mentioned

1. Littlehampton train station: New identity to arrival at Littlehampton. Taxi rank moved westwards to create a new arrival space with seating, lighting and tree planting

“A better arrival experience with more Sunday and later evening trains. More late night buses.”

“Areas around train stations are too frequently used for anti-social behaviour. I applaud the sentiment but feel that ne’er-do-wells will make the space most unwelcoming for most people and create a poorer impression of Littlehampton for incomers.”

“Arrival at Littlehampton station is a most dispiriting experience! The footpaths on both sides of Terminus Road are filthy with fag ends, chewing gum and rubbish. Two large puddles have been there for years and the facades of the flats opposite the station are dirty and discoloured. Money spent on enhancing this area will be wasted unless the cleanliness issue is addressed. Moving the taxi rank westwards will probably create more problems than it solves.”

“I’m concerned as to where the taxi rank would be positioned as the bicycle stands should be retained where they are at present. The present taxi rank is ideal for local people arriving home in the evening/late evening. Minimal seating is all that is required.”

“Moving the taxi rank westwards could necessitate removal of wall alongside station. Would it be possible to widen the pavement at the same time as it is very narrow at present?”

“Moving the taxi rank, not clear how much further people would have to walk with bags.”

“Taxis need to be outside the station for easy access.”

“The road into Littlehampton should be made more attractive with flower boxes and trees.”

“The taxi rank serves mainly the needs of locals who appreciate the convenience of its present location, with easy access from the station.”

“This would create a much better initial impression.”

“Too cramped up by the station, don’t make parking more difficult if you move the taxi rank.”

“Too much attention paid to the train station. How many visitors now arrive by train?”

2. Arundel Road roundabout: New raised and paved crossings to infer pedestrian priority. Parking rationalised and pavements widened to create new pocket plaza outside the United Church. New seating, lighting and tree planting

“All sounds o.k. BUT DON’T FORGET THESE ARE THE MAIN ROUTES THROUGH THE TOWN, i.e. Beach Road and Surrey Street, also East Street and Arundel Road give access to car parks. Slow these down or go too car unfriendly and you will turn shoppers and visitors away. Also how are buses going to fare if their routes are slowed too much? We have a poor enough service to many area of town already. Also present access from High Street (via Surrey Street) offers poor visibility to car drivers turning into Arundel Road to go north - railings posters, etc.”

“Arundel and Beach Road roundabouts are dangerous.”

“Arundel Road roundabout - this is a very busy junction for vehicles; if it becomes geared towards pedestrians where do vehicles go?”
“Creating pedestrian priority on the roads won’t slow drivers but will encourage pedestrians to just walk out into the road.”

“I continue to refer to the point that trying to make changes to somewhere like the Arundel Road roundabout is pointless unless virtually all traffic is removed from the town centre.”

“No space for a “plaza” outside the United Church.”

“Not sure how you will change Arundel Road roundabout; it has always been difficult to cross, cars fly around the bend.”

“Raised areas could prove hazardous.”

“Re pedestrian priority, these areas can be notoriously busy for vehicles already. Restricting this even further, although it may look nice it would not be practical.”

“The junction of the High Street, Terminus Road and Arundel Road carries far too much traffic for pedestrians to be given priority over vehicles. It might help if the two sets of pedestrian lights were re-sited to make crossing easier and discourage pedestrians from crossing the road at the mini roundabout. It is a bad idea to make this area a sitting area. Think about the traffic fumes that would be breathed in!”

“The roundabouts are designed for traffic therefore pedestrians cannot have priority.”

3. The High Street: A beautifully simple street at the heart of Littlehampton, with a de-cluttered street scene and new high quality materials and furniture. New clusters of special seating and tamarisk trees provide shoppers a place to stop and sit. Historic sight lines along the High Street to St. Mary’s Church are reinstated to draw people into the town

“Agree with everything in this section except the tamarisk trees. Decorative smaller versions of birch trees would be more attractive.”

“All new seating areas must be drink and drugs free!”

“All of these ideas sound very appealing but, again, I have a concern that areas of new seating will be taken over by street drinkers, and unfortunately Littlehampton has a lot!”

“All sounds good but will not work unless something is done to deal with drunks/drugs in the centre.”

“Completely agree with the de-cluttering of the High Street: new furniture, special seating, and tamarisk trees, but do not agree with the removal of the Clock Tower. This is part of Littlehampton’s fabric, it’s used as a meeting place, is a central point, and the suggestion of a sight line along the High Street to St. Mary’s Church is tenuous at most, since you can barely see it and the view is really not spectacular enough to justify removing the Clock Tower.”

“Disagree if it means getting rid of the clock.”

“Do not spend money on fancy seating. The existing benches are satisfactory.”

“Don’t get rid of the clock tower, it is an integral part of Littlehampton.”

“Get rid of the tamarisk tree idea - far too many mentioned. Does the author of this report have a vested interest in selling tamarisk trees?”

“Get rid of the tamarisk tree idea - they belong at the beach. Can St Mary’s church actually be seen from the High Street?”

“Greater efforts to replace Waitrose by Aldi/M&S Simply Food.”

“Happy about High Street being updated.”

“High Street. Sounds good but rather conflicts with the ‘less is more’ concept.”

“High street: seating ideas look costly and not comfortable or practical.”

“I agree very strongly with point 3 but there needs to be a greater presence of Wardens to police this street and stop street drinking.”

“I agree with the overall objective but wish for the clock tower, benches, and ironwork to remain. These are fairly new and do not need to be replaced and they are the same throughout the town.”
“I am against removing the clock tower from our high street as this is an iconic piece for Littlehampton.”

“I feel it would be very sad to totally lose the clock tower - perhaps re-site it?

“I know some will object to clock tower going but I approve of all the features and think it will have a marked effect on how the town is perceived and works.”

“I like the ideas of improved seating and the tamarisk trees but am concerned this just creates new areas for street drinkers to congregate which would deter residents and visitors from using them.”

“I like the seating and street furniture that we have. It is reflected throughout the area: on approach roads, with lovely flowers. DON'T move the clock.”

“I think it is a mistake to remove the clock totally. Can it be re-sited?”

“I would like tamarisk trees incorporated with existing benches and maritime ironwork which is new and it would be a waste of money to replace.”

“I would like to keep the clock tower and public seating etc. kept clear of street drinkers.”

“Keep the clock tower.”

“Mostly agree, but the whole Tamarisk tree idea is wrong. These trees have a place along the promenade, but not in the town.”

“Not removing clock tower.”

“Not so sure about the trees... as much as this may look nice by design it may not be in realisation as this can attract birds, people feeding birds. Do we want the mess which birds cause? Not only this but it could also cause vermin and flies etc etc. Cleanliness is the way forward not mess!”

“One cannot improve sightlines by planting trees along them. Which moron thought this up?”

“Only fear is these 'new seating pockets' will give the drinkers of Littlehampton more spaces to sit and scare off the tourists!”

“Please don’t make the pavement colours too light as it will become so dirty very quickly (like the new pier road walkways). Bognor Regis town centre had new lighter pavements and seating and it looks absolutely dreadful now it’s dirty.”

“Public alcohol laws would have to be enforced in the seating areas - as there are often 'delinquents' in the area currently - having a detrimental effect on the overall feel of the town.”

“Seating should not be too modern, it quickly gets dated. Traditional is best and comfort over looks. The present seats are fine but we need more.”

“Seems a real shame to remove the town clock and not replace it with another land/town marker.”

“Tamarisk trees are all very well on the seafront but are not suitable for the town centre. I don't agree with the proposal to remove the clock tower as it does give the High Street some character. The present seats are very nice and I don't think benches without backs are very practical at all.”

“The clock tower is a key part of Littlehampton’s heritage (The Look and Sea centre or the Littlehampton Museum can tell you its history) and should not be pulled down.”

“The High Street could certainly be decluttered. Uncertain what is meant by “reinstating” historic sight lines.”

“The sight line to St. Mary’s is not significantly impeded at present. Some decluttering of street furniture would be a benefit.”

“The tamarisk tree does not feel particularly elegant for the town and there are other more hardy and elegant trees which could be used for example Acer Streetwise.”

“The tamarisk tree sales pitch is hard to fully understand - this is not a tree for public spaces, it belongs at the edge of sand dunes.”

“There is no sightline to St Mary's Church from the High Street. It is impossible to see it as there is a Bank that obscures the view.”

“This sounds fine but, as already stated, it appears to ignore the clutter outside coffee bars etc. While these can be desirable and atmospheric, and welcomed by visitors, the spread does not appear to have been controlled and they sprawl across ever increasing areas.”
“Trees - same comment as earlier regarding mess from blossom but agree on more greenery. Seating - the modern seating looks good from a design perspective but low level seating with no backs or arms is uncomfortable and can be harder for older people to sit comfortably or to get up, this discourages the older generation from spending time in the town centre if seating is less welcoming.”

“We need to encourage better quality shops in Littlehampton. If this can be provided, then excellent.”

“Would refer to earlier comment regarding style of seating - if attractive, comfortable seating around plaza style would encourage, however if similar to the unattractive concrete and wood lumps in Bognor, the Riverside walkway or the impractical shelters and longest bench on the promenade then I would strongly discourage it.”

“Yes but keep the clock tower and make it more of a feature.”

4. The Arcade: Refurbished to its former glory. Outside new seating and tamarisk trees provide an improved and more visible setting for the Arcade. New raised and paved crossings to infer pedestrian priority along with widened pavements

“A refurbished arcade with exotic indoor plants and narrowed gated entrances. A new wrought iron roof fitted with solar panels discreetly on one side.”

“Arcade is dismal. I agree something needs doing, particularly with the pigeon population and ugly spikes etc.”

“Definitely do something to the arcade, it looks so dated and dingy, not inviting at all.”

“See above re Norwich.”

“The arcade does need attention but I cannot tick agree or disagree because I disagree with the raise paved crossing idea.”

“The arcade does need to be improved but no seating is needed as there’s sufficient seating in the precinct, providing the drunks can be removed from the town centre.”

“The arcade is a cherished place that needs much love and attention, we are lucky as a town to have such a beautiful area and it is completely under-utilised.”

“The arcade is such a novel thing for people to visit. It’s part of the history and needs to be revamped with new architectural styles with creative, old fashioned styles incorporated in. I think a brilliant idea would be to take what it looked like in the past (20-30 years ago) and replicate it with a modern twist. This is something I think people would thoroughly enjoy walking through as it’s not something you get to see everywhere you go.”

“The arcade is very much in need of a facelift, but keep the designs as they were - historic value.”

“The arcade needs a new floor and paint job, new glass as well.”

“The arcade needs something to perk it up, especially since the loss of the Post Office. Also, how about a lower curved strengthened plastic roof? With lighting installed mainly to deter roosting pigeons.”

“The arcade: as lease is soon to run out how can this be achieved?”

“These are all very good forward thinking ideas. I particularly like the improved arcade as it is becoming a rather run down area of the town and needs changing.”

“To make the arcade work would require something very special. Arcades rarely work. The premises in Bognor arcade are half empty despite it being a busy pedestrian route and in previous years adorned with beautiful hanging baskets. Also two have closed in Chichester in recent years!”
5. Beach Road Roundabout: New raised and paved crossings to infer pedestrian priority. Pavement space is maximised and sight lines to the War Memorial and along Beach Road are improved. New pocket plaza with seating and planting

“Agree - hard to cross as a pedestrian, but make sure the fire engines can get through.”

“Beach Road roundabout is currently a busy traffic route, so would need measures to reduce volume of traffic entering this road junction.”

“Beach Road roundabout is dangerous, hate crossing it and the roundabout is massive.”

“Beach Road roundabout is very much in need of new crossing arrangements. These sound feasible.”

“Beach Road, Arundel Road should be priorities.”

“Beach Road. I think this may be a little too much pedestrian priority.”

“Don’t agree on the location of seating in Beach Road. I think this plaza space would be better utilized in other areas of the town such as the sea front.”

“How will cyclists be catered for? Important!”

“If it were not possible to drive and park in Beach Road personally I would no longer use this part of the town.”

“It seems somewhat pointless trying to improve the area around the war memorial; Beach Road is the poor cousin of the town centre and there is nothing there for people to go to, so creating a nice space at the end of it seems like a waste of time. The only time it is ever busy there is on Remembrance Day!”

“Need to do more in the retail end of Beach Road itself, currently the worse part of town. Parking on one side only, wider pavement, themed identity as route to park and sea.”

“Pedestrians should not be given priority at this roundabout - it is too busy. However, better defined pedestrian crossings would help.”

“Removing parking from Beach Road in particular will aid a better feel, but the present proximity of parking to the centre at St Martins and the Town Hall should be kept.”

“Rumble strips/speed cushions to slow down through traffic.”

“The trouble with the raised pavement idea is that it looks good when new but after wear it is repaired with a completely different material and then looks tatty.”

“There is nothing wrong with our large roundabouts.”

Other comments:

““Classic”, “traditional”, “restrained”. This will come across as dull, bland, boring, and old. Give us personality, individuality, fun places for the younger generation to discover and for the older generation to feel revitalized in.”

“Again loaded questions to remove local feel and heritage, if it aint broke enhance it!”

“Again, no controlled parking zone!”

“All good.”

“Avoid silly language - ‘beautifully simple’ & ‘former glory’ - insist the design brief is realistic and described in plain un-flowery language.”

“I agree with all these; only problem is keeping all the drunks, drug addicts etc away from these areas. Need a bigger police presence to stop all this.”

“In terms of focusing on places of arrival I would much rather see the emphasis placed on car parks. Town and Banjo Road as well as the areas where cycle routes join the town.”

“It’s no good rationalising parking when there is insufficient public parking provision.”

“Like it. But you also need shops and businesses that reflect the raised bar.”

“More parking restrictions. Encourage pocket gardens. Grassroots involvement of local people in greening Littlehampton.”

“More ramps for disabled users.”
“Most people don’t want to sit next to traffic. Not peaceful. Too simple can be boring.”

“Please continue to ensure the town is still dog friendly. Red poo bins would be appreciated.”

“There may need to be a nod of sorts towards providing more colour by way of planting particularly in lieu of planting areas (which I agree should be removed) - this could be linked with the planting at East Bank.”

“This could help link the town and the beach as I know the roads link together - perhaps would help with the signing to and from the river.”

“Undecided until I know what it looks like. I think more needs to be done between the river bridge and the station to make the approach nicer.”

“Where is the money being found for this?”

“Whilst we agree with a majority of the plan, care must be exercised regarding cost.”

“Will Pier Road be pedestrianised at the north end with the junction of New Road? If so would this not harm the local trade (as it did during the flood defence work).”

Q10. Views on proposals that will change the view looking along Littlehampton High Street [Base: 75]

Figure 6 – (Q10) most frequently mentioned

Existing street clutter removed (planters, railings, and posts):

“Current boat planters are fun for the children to look at.”

“Disagree with removing all current street features.”

“I quite like the planters owing to their seasonal factor.”

“It is felt that some form of planters should remain as flowers add interest all year round and would supplement trees.”

“More planters, railings etc.”

“No mention of moving railings/seats to new venues such as the arcade, outside the Town Council building.”

“Planters and existing railings are good enough.”

“The charity collection box beside WH Smiths must be retained. Commemorative.”

“The existing street clutter should be minimised and revamped.”

“There is nothing wrong with the existing planters etc. In summer the plants always look brilliant.”

“We do not need a new identity, just enhance and improve the one we have. Keep the seating, improve the pathways, and plant trees etc. Add lighting etc. Add to what we have not take away.”
New identity achieved through specially designed seats, tree grilles, paving, tamarisk trees and timber lighting columns. Using a subtle coastal theme:

“A seaside town is NOT made of subtle colours.”

“Architecture of East Bank (new flood defences, steps, planters, seating) should be extended and replicated. DO NOT introduce new designs as this will just replicate the current mish-mash!”

“As per previous comments - some provision of colour - planting / lamp post banners. There would need to be allowance of seasonal decoration of street scene - summer and Christmas - plus any other festivals...”

“Disagree with tamarisk trees.”

“Do NOT spend money replacing old clutter with new clutter.”

“I don’t think Tamarisk trees are suitable there; are other trees more appropriate? They look ugly when out of leaf, they are lax and untidy in habit.”

“If you put in seats, avoid being too clever (see Longest Bench - impossible to sit on it comfortably). Seats must have backs and rails to help the elderly population. Before spending all this money, provide shelters which are shelters.”

“Maybe stainless steel lighting columns instead of timber.”

“Not over impressed with the continued use of Tamarisk, it gets unruly and soon looks tatty and shabby. Look at how it has developed down by the public toilets at the back of the coast guard building.”

“Put in some obstacles to stop cyclists tearing down the precinct. Provide doggie bins. Provide comfortable seating and good access to shops. Don’t forget in the winter the wind howls through the precinct and it is not a place to linger, it is by the sea after all.”

“Seating areas must be drink and drugs free!”

“Tamarisk trees again, are you serious?”

“Tamarisk trees are either flowering or not. Other trees can be more seasonal.”

“The existing maritime theme is ugly, prolific and outdated/twee. The planters are mind bogglingly bad in terms of position.”

“The new concrete seating designs along pier road should be adopted - don’t pay architects to create new themes, re-use the successful ones already in place.”

“Work with the existing seating and maritime signage.”

“Yes to the maritime theme but not subtle. Our past fishermen were true distinctive personalities and our history is not bland. Take ownership of our past by being bold; don’t leave us looking the same as every other seaside town who shoves a fake anchor here or there.”

Pavements widened and roadway reduced in width and paved; guard rails removed to infer pedestrian priority:

“Happy for guard rails to be removed but concerned about the junction becoming pedestrian priority. If road reduced in width in Surrey Street presumably that means no street parking? This could affect shops in the area since there is little other parking near, and if St Martins car park is built on then where do people park? If there is no easy access to shops people will go elsewhere, Rustington for example where one can park right outside of the shops.”

“I have concern over the boundary between pedestrian areas and the roadway where the pavement and road levels may be the same - I have been confused in other towns where this has been used, even though change of colour or materials indicate the boundaries it is not always obvious and for the unfamiliar visitor or elderly person. The worry whether you are on the road or pavement area has to be considered.”

“My only reservation is that there are often lots of delivery lorries on Surrey Street so if the road is narrowed, will these cause the whole one way system to stop functioning? However, widening those pavements would have a great effect on..."
the look of the town, and the appeal of all those shop units.”

“Narrowing the road may lead to traffic backing up to New Road. This happens already with badly parked cars.”

“Removing railings could compromise safety for young children.”

“The whole town centre and the surrounding residential streets needs a proper assessment of traffic implications of these designs before any decisions are made that might reduce roadways.”

“There are a large number of children that visit Littlehampton, has their safety been considered if railings are removed?”

“There is no "roadway" on the High Street!”

“There will need to be very clear delineation of car/pedestrian areas and speed restrictions.”

**CCTV camera relocated to buildings (if possible):**

“CCTV cameras on buildings have a more limited view than on posts.”

“CCTV cameras were put there for a reason, does it really matter if they are attached to buildings or on poles?”

“CCTV should be placed where it is of most use rather than a position to look attractive.”

“Security of people must remain a priority. So what is the view of the Police, PCSOs, Business Wardens, and shopkeepers, especially in relation to anti-social behaviour?”

“Wherever the CCTV cameras are located it would be helpful if they were kept in working order!”

**Clock tower removed to reinstate historic sight lines along the High Street to St. Mary’s Church and draw people into the town:**

“Are you planning to dispense with the clock tower, or relocate it?”

“Can clock tower be kept but moved to somewhere more suitable?”

“Clock to be moved to crazy golf in Norfolk Road.”

“Clock tower is a bit out of date, can we have some modern artwork?”

“Clock tower is a little big just to tell the time. We need to keep the cut - protects local people.”

“Clock tower to be relocated in the general area of the Green.”

“Clock tower waste of space, is it plastic?”

“Clock tower where it is; a meeting point.”

“Could the clock tower be moved off of the corner where it is at present and placed elsewhere?”

“Do not remove the clock tower.”

“Don’t take away our clock tower. If you need more line of site then move it to the centre of the High Street and make a big feature of it.”

“Get rid of clock tower or move it near train station. That area is really run down.”

“I do not agree with removal of the clock tower.”

“I don’t disagree with the clock tower being moved, but struggle to see how it currently diverts people away from the town centre.”

“I think removal of the clock tower might be unpopular and there isn’t really much of a view down the High Street to St Mary’s anyway as it is obscured by Barclays!”

“I want to keep clock tower.”

“I’m not so sure about removing the clock tower - it’s an iconic piece of the town, everyone knows where the clock tower is, it’s a meeting point, an orientation point etc.”

“In my personal opinion the clock tower should not be moved, it is a part of Littlehampton and should still be there for generations to come.”
“Is the clock tower an historic item in an original position? If yes then not sure it should be moved .... if no then move it!”

“It is helpful to have a clock somewhere in the High Street.”

“Just to point out, it seems to most of us that it wasn’t so many years ago that the clock tower was put there at great cost. A lot of people made an effort to make sure the clock was put there as it gives identity to Littlehampton.”

“Move clock tower to where?”

“Move the clock tower, but don’t REMOVE it. I like the seats we have.”

“Need a clock in the town somewhere prominent.”

“Not sure about clock tower, looks a little out of place.”

“Perhaps move the clock tower to a new welcome area at the rail station. I don’t like it, but many do.”

“Please don’t remove our clock tower. At least maybe find it a new location?”

“Please keep the clock tower, it is where everyone meets, is pretty and is iconic... As are the metal nautical wheel signs.”

“Put the clock tower on the seafront. Have another wall mounted clock.”

“Removal of clock tower - there is a need for a focal point to indicate that you have arrived in Littlehampton town centre so maybe remove the clock tower but create a centre piece elsewhere along the high street that will also become a point of interest.”

“Remove the clock tower - why? When walking down from the train station it hides the bare wall and can you actually see all the way to the church?”

“Retain the clock tower, it adds rather than detracts from the view.”

“Someone is having a laugh and lying. The clock tower is not in the sight line from along the High Street. It is also a meeting point.”

“The clock tower does not impede the sight-line towards St. Mary’s. It would be an act of vandalism to remove it. It is attractive and hints at a pretty little town beyond when first glimpsed from the station.”

“The clock tower doesn’t obscure the line of sight... are you deliberately misleading people with this comment because whoever did this plan doesn’t like the clock tower? You risk undermining this otherwise excellent proposal.”

“The clock tower is a well-established feature of the High Street, and as a familiar landmark would be missed by locals if removed.”

“The clock tower is an iconic part of Littlehampton town, it would be weird for it to be removed.”

“The clock tower is part of Littlehampton’s history, I don’t think this would be a necessary loss. It’s something for people to look at if they are visiting Littlehampton for that purpose.”

“The clock tower is part of the character of the area and should remain.”

“The clock tower is quite attractive, could it be relocated?”

“The clock tower needs to be moved from where it is; but could be redesigned to look more attractive and placed somewhere else in the town or near the seafront as it is a good meeting place. It is good to have a large clock in a pedestrian area.”

“The clock tower should be preserved, perhaps augmented by a plaque to Anita Roddick?”

“To view St Mary’s along the High Street, you would have to demolish many buildings so that I consider that proposal totally inappropriate.”

“Would not like to see the clock tower totally removed - perhaps re-site it.”

“You cannot see St Mary’s church from anywhere on the High Street, it’s not possible!! Street clutter can be removed now.”
‘Ghost sign’ artwork on blank façades:

“‘Ghost signage’ can be challenging. I like the black and gold signage currently used.”

“What is ‘ghost sign’ artwork?”

“Ghost signs will look cool.”

“I remember the ghost signs in the town, really gave it a unique feel. Be great to have them back near the Dolphin Hotel.”

Monolith and finger post signs to aid orientation:

“Disagree with signage on the basis this is likely to create the clutter you are clearing out. Let’s use maps and apps as tools for way finding.”

“What is ‘monolith’ sign for example?”

“Finger post signs - not with glass as some along the promenade were soon destroyed and had to be replaced.”

“The directional signs there at the present time are fine. Why change them?”

“I have to be honest and say that I think the monoliths were a waste of money and are unsightly horrible looking things. Bring back the nice ornate finger posts.”

“The existing monolith signs that have already been put around town are modern, unattractive and out of character to the existing town. Also the existing signs seem to have missed some of the town’s main attractions such as the Windmill Cinema & Theatre.”

“Maybe the monolith signs could be active advertising with priority given to town traders and up coming events? And any money made could help to keep parking free.”

“There are already plenty of finger posts. A waste of resources. People often take pleasure in asking for information and in giving directions. Encourage a friendly atmosphere in the town.”

“Monolith and finger post signs to aid orientation maybe need to be very modern.”

“Thought signs for tourists that we have are OK as they are quite new, but need one to point to the cinema/theatre.”

“Monolith signs have only just been installed at high cost so are these being kept?”

“You have new signs in town why do you need any more? I like the monolith signs, they look really modern.”

“Signage should be easily read by all, including those with dyslexia, etc.”

Other comments:

“Don’t let this be a back door to controlled parking zones!!”

“This is getting more and more like a desk exercise carried out by someone who knows little about the place but has got to produce something to offer for consultation. Another waste of public money. This has all been done, the answers well documented, and the results for all to see. Work with it, don’t remove it!”

“Hate the cobbles, twisted my ankle; please, please improve shops.”

“No mention of a segregated cycle lane through the centre of town and along the seafront.”

“Have these proposals been costed by Arun?”

“No, I have no idea who costed anything.”
Q12. Views on proposed materials and street furniture. [Base: 70]

Figure 7 – (Q12) most frequently mentioned words

Bespoke seating:

“Any seating should be designed with comfort in mind as well as any bespoke design.”

“As long as bespoke doesn’t mean blow the whole budget on one thing. Ask a local artist to design something.”

“Bespoke seating. What does that mean? Will they be wood or metal?”

“Does the Council have the money for bespoke seating and timber lighting columns? Because it seems like a waste to pull down perfectly good lights and benches to replace them with ones at 10 times the cost.”

“Hate strange and probably uncomfortable seating. Prefer modern but more conventional seating. An example of poor design is the long seat on the seafront prom. Please do not go in that direction with a new design.”

“I agree with all but seems a waste of money removing good seating and street decoration plus the Millennium clock tower. We need to add history not take it away! The ship’s wheels are part of the heritage and a feature of the High Street as well as the planters in the High Street.”

“I think the type of seating has to also be practical. A lot of older people will not find the sort of seating shown on board 7 to be comfortable. It should be possible to find more traditional seating in keeping with the ‘attractive historic buildings’ rather than ‘organic shapes’ which is fine for the sea front where the long bench is but not necessarily the High Street.”

“Make sure this is a useful space, i.e. bespoke/organic seating should be easy to sit in and comfortable in favour of shape/unique identity.”

“Maybe seating with a back to lean on, for the elderly.”

“Most seats should have backs for older residents.”

“Need comfortable, traditional, seaside seating, not bespoke seating and organic shapes. These are not comfortable and a possible invitation for use as skateboard/bike challenges.”

“Providing seating does what it says and you can sit on it (not like the long bench on the seafront - uncomfortable), then great. Also it would need to be as vandal proof as possible.”

“Seating - perhaps a mixture of modern design and more comfortable seating.”

“Seating must, above all, be comfortable with back and armrests where possible, and of course low maintenance.”

“Seating needs to have backs, particularly for older people. I like the design of the benches on the new East Bank development but they are not comfortable for more than a few minutes as they don’t have seat backs.”

“The seating we have is practical, attractive, and comfortable. More of the same please. The litter bins we have are fine.”

Organic shapes (unique identity):

“I don’t disagree with seating, tree grilles etc, just not particularly fussed about design - although it would be nice to continue the seaside theme.”

“Just make sure any unique shapes of furniture are practical for use.”
“Over modern designs: who is the target audience to visit? Families. a traditional seaside resort with a view to the future.”

**Paving pattern - changing intensity (seaside colour accents):**

“Did like the paving ideas but wonder if it is necessary to change?”

“I like the idea of different paving materials so long as they are good quality and will last well.”

“I like the idea of seaside design, but subtle rather than glaring.”

“It would look a mess again within a short period as the repairs to the paving will always be completed differently, so it’s a waste of money.”

“Patterning needs to be restrained.”

“Paving that stays even, even when uprooted for works is essential, and that does not settle to leave uneven surfaces.”

“Paving to be flat and not bumpy like current cobble effect.”

“Seaside colour accents are OK as long as they are not too pale - see the new ‘yellow’ pavement in Pier Road.”

“The paving should be kept as large as possible (600mm minimum) this would provide a much more open and cleaner look to the town, i.e. York stone, a pale colour should also be adopted to keep it fresh and light.”

**Fish scale patterning:**

“Fish scale - why fish scale? There is fishing in the town but it is not a main industry.”

“Fish scales do not look like the illustration! Have a look at them!”

“Like the fish scale patterning.”

**Integrated lighting:**

“Integrated lighting or timber lighting columns? I prefer street lights to be unobtrusive - lamps fitted to walls of shops etc. But a line of well-designed lights could be acceptable.”

“Like the idea of integrated lighting.”

“Need better lighting; not very welcoming after dark.”

“Need modern lighting in town.”

**Bespoke tree grilles - fish scale patterning:**

“The tree grilles have the disadvantage of collecting rubbish and a more open and cleaner look can be achieved through good base planting.”

“Like the idea of seaside design, but subtle rather than glaring.”
**Cycle stands:**

“Black is too harsh and metal seems wrong when everything else is so warm, inviting, natural and tactile.”

“Cycle stands - ugly, there is a need to encourage the use of cycling but could they be in steel not black?”

“Cycling is dangerous.”

“Encourage cycling more, like in Holland. It would improve health in the town if more people cycled, however there are theft concerns.”

“Having cycle stands near the railway station (like Chichester railway station) could encourage more cycling in the town.”

“Stainless steel cycle stands.”

**Timber lighting columns:**

“Costs and ability to maintain timber lighting columns.”

“Maybe stainless steel lighting columns, not timber.”

“Timber lighting columns may not be hard wearing enough for a seaside atmosphere.”

“Why timber lighting columns, surely they would be expensive and cost a lot to maintain?”

**Litter bins:**

“I have heard that there aren’t enough litter bins near public parks for dog walkers.”

“I think that the bins should be timber clad or look like timber to match the natural look of the other furniture and the same for the cycle stands; they need to stand out less/be more natural looking.”

“Litter and recycling intelligent bins that email collections when full. Expensive but worth the money.”

“Litter bins - ugly - much needed but would wooden slats blend in more?”

“Litter bins are vital. There aren’t enough along the river and at the end of a busy day the street looks a mess which isn’t something you would be willing to come back to. I think minimising the amount of litter on the floor would make the whole town look far more appealing.”

“More litter bins please.”

“New bins are not large enough, but like design.”

“Please can we have recycling bins too (unless litter bins are already sorted though of course).”

“The bins look very out of place with the rest of the materials. They could be timber clad, organic shaped or have fish scale patterning to match the other furniture.”

“The flood/development work along Pier Road is fantastic and the area is so much more inviting and to be proud of as a result. However the increase in trade to the area has left the bins always overflowing and takes the edge of the great work done. Can we please have more bins to cope with the expected increase in tourist trade?”

**Monolith signage:**

“Signage - existing monolith signage blocks your view and can block the natural flow of pedestrians in busy areas.”

“The new monoliths can’t be read until up close; finger posts with contrasting colours can be clearer.”

“We already have monolith signs!”
**Tamarisk trees**

“Aren’t tamarisk trees high maintenance? Costly to manage.”

“Don’t forget there are many other seaside plants - thrift, sea cabbage etc. Take a look at west beach or our own seafront.”

“I especially like the idea of tamarisk trees.”

“More trees, more flowers, on railings.”

“Need some trees in town.”

“Not all tamarisk (list of possibles supplied to Sophie).”

“Please think about alternative trees to tamarisk.”

“Some additional trees would be a welcome addition to the scene, but the emphasis on tamarisk trees shouldn’t be at the expense of other types of tree.”

“Tamarisk trees are fine and more trees of all sorts and flowers.”

“Tamarisk trees are perfect along the prom but in the town would look wispy. Not ideal, however ‘quintessentially seaside’.”

“Tamarisk trees are very bushy and become very bedraggled looking very quickly. Are they right to have in an urban setting? They are great where they would grow naturally i.e. next to the beach.”

“Tamarisk trees/shrubs quickly get tatty, leggy, wood without leaves. OK when short and manicured.”

Other comments:

“As previous - allowance for other planting / colour needs to be included.”

“Be great to have something for the youngsters.”

“Careful here! Expensive and unnecessary.”

“Definitely great ideas. Hope it happens. Thank you.”

“DO NOT re-design the voice and tone already achieved on the East Bank. This street design, the seating and street furniture is good. Use the theme established here to achieve the continuity you are seeking.”

“Don’t clutter up the street.”

“I have agreed with all these. Yes it will look very nice - but far more importantly - get rid of the drunks and the druggies in the town. Littlehampton can look as nice as can be, but it will be ruined with drunks and druggies falling about the place as they are now. It’s pointless spending money on this if it just won’t work. Get the shops back in, do something for the people that live here not just the visitors! ADC has done wonders with Bognor Regis and Rustington and needs to stop ignoring this town. Walk around Littlehampton, it’s not just a sink estate - there are beautiful houses here with people living in them that care and love their town. People like me - but I spend all my weekends and evenings out of town as it has been left to run down.”

“I like the street furniture we have, why change it?”

“I love that Littlehampton will be getting a facelift and that you are asking all of us for input. Should you now, or in the future, be wanting proposals for public art or sculpture from local artists please do not hesitate to contact me :o) http://www.traci-moss.com/projects/ http://www.traci-moss.com I also highly recommend Littlehampton Welding as a fabulous local company.”

“Keep all proposals simple and maintenance at a minimum.”

“Keep the capstan charity collection stand.”

“Let’s get the school children to help design these things and local artists to work with them. We want street furniture that is multi-purpose. Sit on it, stand on it, let the kids climb and have fun. The steps/seats on Pier Road are a great example.”

“Like them all. It’s all stylish, understated and modern without feeling it will date quickly or appear odd in the future built environment.”
“Make sure whatever materials you use, they are low maintenance and don’t forget wheelchair users.”

“No mention of picnic tables especially along the seafront, the river, and possibly sites like Evans Garden.”

“People come to the High Street primarily to shop. It needs to be pleasing/restful to the eye, but not a work of art.”

“Please keep designs simple using generic materials that can be easily replaced if damaged/worn.”

“Street furniture should not encourage our friends with drink and drug problems to hang out in town.”

“The styles shown are unattractive and unsuitable for the town. It appears the developers (and I fear the ADC Cabinet made up of no-Littlehampton residents) want to turn Littlehampton into another characterless bland and modern clone, stripping us of our traditional character.”

“We are already under criticism for the longest bench, east beach "poo" cafe and the small bandstand from a lot of people. Why do we have to go all arty? Just have normal things please. And why spend soooo much money? Are you really expecting that much of a return from it? All you need is a better choice of shops!”

Q13. Any further comments on the proposals. [Base: 99]

Figure 8 – (Q13) most frequently mentioned words

Positive:

“Don’t be scared to make it fun. No one remembers a dull place and if you don’t remember it you won’t come back. Be bold. Be fun. Be young (it revitalizes the older generation to feel young again). Use colour and hidden gems to discover. MAKE LITTLEHAMPTON MEMORABLE.”

“Having moved from Leicester very recently, I love living here in Littlehampton. It has everything one could wish for and although it does need a face lift, and your proposals would certainly affect this, please don’t make it too "avant garde". It is a lovely seaside town that just needs a little updating not a massive makeover. Thank you for giving everyone the opportunity to voice their opinions.”

“Hope to see it happen.”

“I agree entirely with the proposals regarding entry to the town; the train station in particular is very unwelcoming to visitors. Also with making it clearer how to move around the town and making it more pedestrian friendly, rather than cars getting priority. Lighting very important particularly for night time movement.”

“I am encouraged by the designs. Money does need to be spent on the town to enhance the offer and encourage visitors to stay longer and spend money. Littlehampton is a hidden gem but needs help.”

“I am pleased to see the new design you will be bringing to the town centre and hope this will benefit both visitors and residents. Good seating, trees and open spaces will be very important to create a friendly relaxed and interesting experience for everyone coming into Littlehampton.”

“I have been resident in Littlehampton for just 3 years and have been very happy here. The people are friendly and speak to anyone even if they do not know them. I have seen an increase in visitors, particularly this year (so far) and welcome any initiative that increases this number. I strongly agree that we need to show visitors that arrive by bus or train that there is
more to Littlehampton than the immediate area around the bus interchange and the train station. I strongly agree that we need to improve the pedestrian access to areas in the town that are currently dangerous, particularly the Beach Road/War memorial roundabout and any other areas like this. I am very pleased to be able to take part in this study and look forward to the outcome.”

“I like the ghost signs and hope that happens soon.”

“I like the idea of updating and enhancing our seaside town as long as we do not lose its character and quaintness. Littlehampton needs its own identity and not to copy other seaside resorts, therefore if local history and events can be included that would be good. This is great news for the town following the great development by the river.”

“I look forward to the new appearance of this town.”

“I love the ideas to upgrade our town! I’ve lived here for 29 years (my whole life) and avoid going in to the town centre at all costs - I always choose Rustington over Littlehampton. It would be great to have a town to be proud of and that reflects the lovely atmosphere of the beach/river which in my opinion is the best thing about our town! Thank you for investing back in to our community!”

“I think all I’ve just looked at looks superb! Tidy this town up, it’s just what Littlehampton needs! Since having my son I tend to drive into Rustington nowadays as I feel it’s much nicer: better baby changing facilities, cleaner, newer, the list goes on... I would however LOVE to walk into a nice new town. I would definitely come into my home town a lot more often!”

“I think that regeneration in Littlehampton and the surrounding area is long overdue. I have only been a resident here for 15 years, I very rarely go in to the town centre now as there is nothing to draw me in; most things I can do in Rustington where everything is accessible, parking is substantial and easy to access.”

“I was pleased to speak with the team at the exhibition and found their answers to my queries most helpful. Therefore at this stage I have no further comments except to add my full support to the next stage. I think the proposals would be great for Littlehampton - a town I grew up in and love.”

“I would be extremely excited and proud to be involved, big or small, with your wonderful new plans for our town (name and contact details supplied).”

“Improvements are long overdue.”

“Littlehampton definitely needs a facelift!”

“Littlehampton town centre has always appeared as a cluttered and not very attractive place. It would be nice to see it in another light.”

“Love the plans!! A fantastic town which rightly deserves some real TLC. Thank you.”

“Overall the ideas look great.”

“Overall these proposals are excellent and will provide a much needed boost to the town centre. The council should proceed to secure funding for this project as a priority.”

“Proposals appear great. No clear information on what materials will be used.”

“Really exciting design ideas which have great potential to enhance Littlehampton, and draw people in from the Esplanade and Riverside. As London Road in Bognor has already demonstrated, the ambience and public perception of a place can be transformed by these projects. Good luck!”

“The town needs a facelift, so very pleased you are trying to make a difference for the town.”

“These proposals seem very good. We have been waiting 12 years for some improvement in the town. A lot to be done.”

“Very supportive of proposals - future management and maintenance has a large bearing on the long term success of the proposal.”

**Negative:**

“Although not against change I fear these proposed modernisations will lead to a cold characterless town centre stripping the town of its links to its heritage and past rather than
enhancing it. The riverside walkway and developments such as the acoustic shells bandstand, longest bench, shelters and East Beach café may be considered by some as having architectural merits, but are generally considered by residents as unsightly and out of keeping with the town’s character, so any development needs to be sensitively handled. Certainly the station entranceway to the town would benefit from redevelopment to try and improve first impressions to the town.”

“It seems to be expensive, will cause lots of disturbance and probably take far too long. I totally disagree with getting rid of the clock tower. I think there still isn’t enough art work or encouragement for small businesses. Lots of the other projects haven’t been done to a high enough standard and have major design flaws, the sea stage being a case in point, and the bench is already looking shoddy. Making things that appeal to children to climb on and then covering with signs asking for people not to climb them is ridiculous and this looks like more of the same. The sea stage could have been beautiful as could the bench but just doesn’t seem to have been done properly. Could standards be ensured this time?”

“Please don’t ruin our town with many of these "ideas" from yet another band of "consultants" who don’t know what people want. Ask us for ideas, for FREE. Most of the ideas for street furniture, colouring, planting, etc are incredibly sterile, making the town look cheap, nasty, and unattractive and not worth a visit. Please protect what we have; an old-fashioned seaside town.”

“Please listen to the people of Littlehampton, not consultants who don’t live in the town. Publish the results to all the questions so the public are aware of the town’s people choices.”

Disability issues:

“Having lived in Littlehampton all my life I would love to see it brought up to date and more attractive to visitors. However, please keep it user friendly for older and less mobile shoppers - that means being able to drive and park fairly close to shops. Public transport is not always the answer!”

“I am very disappointed with this consultation, for the following reasons: It looks as though this consultation has been put together for the everyday able-bodied person - nothing for the disabled. No mention of toilets or even a refurbishment of toilets. As for the disabled I would like to see a properly designed "Toilets" with a hoist, a fold down table for maximum usage so both child and adult can use it. A toilet that can be used by a disabled person on their own. i.e. grab handles and enough room for a wheelchair or mobility vehicle to be allowed to go along side the toilet. For security purposes an "access key" entrance system and a pull cord alarm if there are any difficulties. And an entrance big enough to allow all sizes of mobility wheelchairs, mobility scooters to gain access. I would also like to see Braille for the blind and
hearing loops for the Deaf. We need to be more disabled-focus as the disabled person does exist what I am seeing is no thought for the disabled in any form. I am more than happy for you to contact me and discuss these issues. Councillor (name supplied).”

“Improve dropped kerbs for wheelchair, mobility scooter, baby buggies access, including the gradients of the pavement at dropped kerbs. I would happily scoot around the town with a Littlehampton Town Council representative to highlight the current difficulties. Improving pedestrian movement also means making it impossible or ‘policed’ at crossing points to stop vehicles and lorries parking to unload. Look at the challenges outside the White Hart and trying to cross over to Iceland.”

“There are no facilities for disabled people shown on any plans. This includes all types of disability. Also no regard for nursing mothers/ disabled children facilities.”

**Anti-social behaviour issues/ street drinkers:**

“A great proposal, so long as an absolute zero tolerance of the street drinkers is adopted and actually enforced in the town centre. Authorities would need to ensure that the problem is not then just allowed to continue in outlying areas, i.e. not pushing the problem into residential streets or public parks outside of the new zone. Investment in such a large improvement would otherwise seem wasted.”

“Consider ‘undesirable’ elements of people and ensure these new areas do not encourage them with additional meeting points. Littlehampton needs to be vibrant for healthy shops to flourish. With the number of new properties being built we need to make sure people choose to shop in Littlehampton rather than further afield.”

“If the permanent "residents" are still there shouting at people who walk by then it will still remain unwelcoming. Looking at Rustington the variety of shops and traders makes it a better hub to go to. Work also needs to be done on improving the other draws to the town centre.”

“It all looks lovely and is very welcoming. But I just hope other Littlehampton residents respect all of this being done. It’s sometimes filled with unsavoury characters!”

“It is lovely to have the cafe culture; outside seating at cafes etc; places to sit and watch the world go by. I fear that utopia will not be found as the area has an element of people with social problems and they can inadvertently create a feeling of disquiet. They have to sit and relax and watch as much as everyone, and should be entitled to. That’s life, we are all different. Maybe some money could be invested in trying to help these people? It seems to me that most of the help comes from non-governmental organisations.”

**Funding:**

“Again where would the money come from? The seafront is the only draw to Littlehampton unless big shopping chains come back into the high street.”

“Available funding / budget will clearly be the biggest factor as to whether the scheme proceeds - I expect this has already been thought through - but to divide the scheme into ‘project areas’ to enable the scheme to progress when / if funding becomes available - to seek to prioritise these spaces at an early stage will be useful for project delivery.”

“Hopefully you can get the finance to see this through.”

“Not sure where the money will come from but good luck anyway.”

“The plans look good but where would the money come from? I hope it isn’t from the tax payer. Might the businesses pay towards the costs, after all they are the ones who benefit?”
Shops:

“All very nice but let’s face facts, no amount of dressing up will encourage visitors into town when, say for men, there is not even a shop in which to buy a pair of trousers! Without any high street big names the town centre is doomed!”

“Business rates and rents have to be reduced if individual shops are to survive in the High Street. The purchase of a street washer would improve the appearance of the High Street, particularly as there are so many food retail outlets.”

“Make sure the shops are all open and with a good mix, not just all estate agents or charity shops. Include all types for all ages.”

“Overall success will depend on encouraging traders to remain in the town - to remain vibrant!”

“The town centre must attract far more ‘quality’ retailers like Seasalt for a nautical theme if these physical changes are going to have any long lasting effect. Is it possible to provide incentivised rents to attract the retailers that will raise the image and profile of Littlehampton?”

“There are too many low-end shops in Littlehampton, too many coffee shops and too many supermarkets in Littlehampton and the surrounding area. The Morrisons Express shop was not really needed, there needs to be more independent places to eat out as well as a few regular chains. There are hardly any appealing clothes shops for men or women, no major high street shops and not even independent shops that cater for all ages. Regeneration of the arcade would be brilliant, the infrastructure is there but drawing people to that end of the town will be difficult if you do not place appealing shops in it.”

“They are fine but I think they will make little difference unless there is also some change in the shops in the town centre and surrounding area that make it a viable destination for those visiting the town. People will come a long distance to visit the seafront and places like East Beach Cafe but would never bother with the High Street. For example, we saw Greg Rusedski on the sea front a while back after eating at East Beach Cafe but can you imagine him going for a wander down the High Street? You also need enough people locally to support local businesses in the town centre to keep them as viable operations. I appreciate it can be a bit chicken and egg but the area has a reputation for being a bit rough, not high end and potentially even unsafe. Regenerating the place is great but there has to be thought given as to how the local businesses can improve and how more independent and higher end businesses can be attracted to locate in the town centre as without that I fear it will be a big white elephant.”

“Unless the character of the town changes, with empty shops, betting and charity shops, smokers, drinkers, etc, then all the best efforts are doomed. Better to direct visitors to the great new river frontage and beach, also to west beach across the river. The town centre holds no attraction for visitors who come in the main for the sea and beach.”

The clock tower:

“Feel you don’t realise how much effort was made to put up the clock tower. If you decide to pull it down, I for one will be joining the protesters! Remember you will need room for emergency vehicles and service vehicles to get by when designing pocket parks.”

“I am broadly in favour of most of the suggestions with the exception of the removal of the Clock Tower and also have concerns about the type of seating suggested. A lot of what is proposed is very modern, this in itself is no bad thing but we do want to be careful about changing everything just for the sake of it and it’s really important to get it right in terms of what the people of Littlehampton want.”

“The clock tower should be repositioned rather than just removed.”
General suggestions/requests:

“A criticism is, although the scheme is pointing towards the links to the sea (an important aspect of the scheme), there are no clear direct links - though it is appreciated that signage etc. will point the way. Perhaps elements of the design can be used to help provide links / spaces on route to the sea? I was unable to come to the stakeholder meetings where discussion on these points may have been had.”

“Any chance of having a nightclub?”

“Bus interchange is a disaster - needs sorting ASAP.”

“Can we have more toilets in the town?”

“I agree with the aim to lead the way through to the town from the station and to improve the street environment for the pedestrian along Beach Road but there needs to be a completed pedestrianised link to the river and the sea along Pier Road otherwise there are just dead ends arriving at the Council buildings and Lidl.”

“I am surprised that River Road has not been included in these proposals as it would benefit from one way only and no parking.”

“I cannot believe that you have paid someone to come up with this proposal. The bus arrival point in Anchor Springs definitely needs attention. Could it be relocated to the road where Carpetright is and use some of the car park there used for seating and planting. This would also allow cars to exit the car parks without having to negotiate the buses. Have you considered car drivers at all which is surely how most visitors arrive? I believe that Surrey Street should be one way in the other direction giving visitors a tempting glimpse of the High Street leading visitors to Pier Road and showing off our lovely new river frontage and the prom. Street parking in Pier Road, including disabled, should not be allowed. Allocate some spaces in the road by the fish hut for disabled drivers. Has anybody ever considered roofing over the High Street to make it more like a mall? (doors on each end) making shopping more pleasant on windy and wet days. The wind does blow fiercely down there and makes sitting out unpleasant.”

“I feel the benches should be kept as new anyway and are the same as others around the town. These fit in with the other new maritime metal planters. The new memorial bench outside town council is also created to match the maritime benches. It would be a waste of money to replace what is new anyway.”

“I think a feature of a fountain in the centre of Littlehampton would bring joy and peace to many. The sound of water being very 'calming' and in character with the river and the sea. Christine Lee is a renowned sculptor and her beautiful sculpture of the swans of Avon in Stratford-upon-Avon is stunning. Maybe a smaller version (without the base which is huge) depicting the swans on the River Arun?”

“I think we should have an electronic notice board where town events can be publicised. Town wardens should look out for speedy disabled scooter riders and warn them to slow down. All shop owners must decorate their shop fronts to keep the standards up.”

“If the millions needed to implement these far-reaching proposals are raised, should not the council set up a regeneration forum involving the town council, civic society, WSCC, local councillors and interested/active citizens, and the tourism officer? May I suggest the council draws up a list of 7/8 of the most popular proposals and the work is done in phases starting with perhaps the arcade, slowing traffic, dedicated cycle lanes, more grassed and picnic areas to attract families and younger children, especially during the summer. Taken as a whole the entire package would be too ambitious in times of austerity. I am sure many locals would like to see the results of the consultation, and how they can participate in Littlehampton’s future. I can be contacted at (contact details supplied)”

“It doesn’t seem that long since the last refurb. Can this one be better and last longer please?”

“It’s good to see the High Street busy and crowded on Friday and Saturday but the presence of cafe clutter makes the area difficult to navigate and this is becoming a serious problem. It would help if the caterers were required to keep the furniture inside on Friday which is the worse of the two days.”

“Let’s have free Wi-Fi to complement use of apps for promotion and way finding. [Although a PO19 postcode, a regular visitor and resident of Littlehampton for 20 years so my views should count equally]”

“Littlehampton is trying to attract visitors and should aim to give them a nice experience and
reason to visit. Littlehampton is a seaside town with the added advantage of the river. Many residents and visitors enjoy the sea front promenade walk. Parking the car at The Green near Norfolk putting green and then walking. You enjoy the experience of walking next to the sea with also the freedom of allowing any children the enjoyment to use a scooter or ride bicycles with no traffic, this continues when you reach the end and you continue the walk along the river. All this enjoyment and freedom ends when you reach Pier Road with the constant danger of cars driving along this road with the road reduced to one lane with cars parked all along this road; people, both young and old, in danger of being run over while trying to cross the road. Pier Road should be closed to all cars and traffic with no parking of any kind allowed to make a completely pedestrian area at weekends and public holidays from South Terrace (Nelson pub to Harbour master’s office) maybe between 10am and 8pm. Pier Road is already tarmacked in a different colour from the other nearby roads so this would help with the restriction. Parking for Blue Badge holders could be made in Arun Parade or Windmill Road. Littlehampton High Street is already a pedestrian only area and the council is trying to encourage more visitors to the High Street. Parking for Blue Badge holders is in St Martins Road and this works very well. Littlehampton is trying to encourage visitors by rail and the experience of a completely car free area would be something to be enjoyed.”

“More cycle stands on the promenade and cycling allowed on the river walkway.”

“More needs to be done for the teenagers of Littlehampton to make them want to stay within the town - visitors are more prominent during the summer months but the teenagers are here all year round.”

“More trees in Maltravers Drive. More signs advertising and pointing to the beach and harbour as you drive into Littlehampton. Walking route, bike route, and car route.”

“Overall there is much to be said in favour of the proposals. There is an overdue need to smarten up the town centre, but perhaps what is being suggested is weighted towards what might impress visitors rather than meet local needs. Local residents are likely to appreciate most a bright, uncluttered, pedestrian friendly town centre created with the minimum of disruption.”

“People will only visit Littlehampton if there is something to come here for. We already have enough contemporary designs that don’t work (see Stage by the Sea - not thought through regarding kids climbing over it, I have never seen any event advertised using the area, it appears to be a waste of money). We should make the town an area to visit for crafts/artists/retro areas and studios. It is no good copying Bognor or Worthing. Littlehampton should be made a destination, not just nice to walk through to the beach.”

“Perhaps there could be a series of signposted walks that would link various areas of the town centre and potentially the riverside and seafront together? There could be a competition open to members of the public to name the different walks.”

“Please advise when the public can attend Council/Committee meetings (contact details supplied). Has funding been established or will it be to support maintenance of the revitalised areas? Otherwise the whole venture will be wasted. We are new to the area and care about it.”

“Please consider the footpath that runs from almost opposite the station. It is a disgrace and certainly would not help tourists to think Littlehampton is a nice town. Most tourists want the beach. I think it is important that you signpost people to the quickest route to the beach, through the said footpath, past the Look and Sea and Lifeboat Station and along the harbour. All that area is now lovely, it is just the footpath from the station that needs attention. The rubbish problem needs addressing too, as often in the evenings the town is awash with rubbish blowing about.”

“Please consider the impact of Travis Perkins on the local community and the connectivity of the river and town centre. BIG LORRIES repelling, not good for children and tourists.”

“Please think about the cleanliness of the town before spending large amounts of money to change things. If the litter were removed, the gutters swept and the road surfaces repaired (particularly Beach Road), the immediate effect would be better.”

“Roads need attention, especially Beach Road which is in a dreadful state. Reinstate the lavatories in Manor car park.”

“Take away planting area in Surrey Street (Floyds Corner). Making good paving and road to Youth Hotel with river walk signs. Include New Road in the works and Arcade Road as this is part of a loop around the town.”
“Taking the replaced pathways to the Youth Hostel through Surrey Street should give clear instruction on how to get to the river walk to the seafront. Maybe an arch sign reading ‘to river walk’ should go on entrance between Youth Hotel and the new next to it - maybe lit early evening?”

“The area around the bus interchange requires to be included within the re-generation plans. For a major interchange, the existing infrastructure and facilities are not adequate. Waiting areas are not wide enough and more cover needs to be provided. Cafe and toilets would also be nice. This area is just as important as the train station. After all it is also an arrival point.”

“The East Bank riverside upgrade has proved very popular, so something along similar lines should work well. A well designed upgrade should encourage shopkeepers to upgrade their shop fronts (although it hasn’t happened yet along Pier Road!). I would particularly like to see the Beach Road shops area become pedestrian friendly - currently there is parking on both sides of the road and through traffic. Suggest restricting parking mid week and no parking at weekends (with Manor House car park providing free weekend parking).”

“The excellent work completed on the East Bank desperately needs to be complete ended by the improvements suggested by this plan. Currently the riverside walk and Littlehampton town centre feel like two completely different places.”

“The phone boxes in the town are very scruffy, I guess they are no longer used. Can they be removed?”

“The town centre hasn’t worked well for years. Encourage more leisure and dining in the evenings.”

“Very little is mentioned about parking. This is already an issue. What is planned?”

“Visitors arriving by bus get a very poor aspect of the town from the stops at Anchor Springs. Remove the Anchor Springs car park and relocate the bus stands to that site. A modern, attractive “bus station” properly designed would improve the image dramatically. This will get the buses off the road and provide for a ‘drive through’ platform structure giving the area a more professional appearance. Resurface the exceedingly poor road surfaces that make the town look like a derelict area!”

“We are in the process of moving to Littlehampton and hope to be part of its regeneration. It is a beautiful place but has fallen into disrepair.”

“We need a bigger/better cinema, we need more entertainment i.e. ice rink, roller rink, large chess sets, other than drinking and eating in the evening. Even in the summer months this town is dead in the evening unless you want to drink and eat there is nothing else. This town is boring in the evening if you’re not a drinker!!!!!!!”

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“Whilst airing my views I will add a few other comments. Children living in the areas of St Catherine’s Road/Beach Road/Bayford Road have no play equipment and have to go to the Lions Den. Yet in Clun Road there are two playgrounds opposite each other and a gym for adults. Please could we have both on Caffyns field, possibly in the odd space behind the church hall? There are a lot of young and especially older people living in this area.”

“Would be great to see some form of regeneration, i.e. proper bus station area (as of yore) good shops - not all cafes and cheapie/charity shops. Please remember that the town should cater for all age groups not the hale and hearty all the time. Make sure all residents can access the new centre and beach area by public transport and really change some of the routes (new housing estates are really isolated). Also a lot of people do like to walk the ten minutes or so into town from other areas other than the sea front but some of these can also be hazardous with main roads to cross or very uneven pavements, etc or cars parked badly.”

**Concerns/warnings:**

“Littlehampton has a lot to offer but old reputations are hard to get rid of. From my experience the people who say they think it has nothing to offer don’t even live here and are still listening to hearsay and have not actually seen it for themselves in years.”

“Littlehampton is a mish-mash of lost opportunities and half-baked initiatives. DO NOT add numerous further designs, but build on the successful forms and shapes (e.g. East Beach cafe, the seafront shelters and stage, the east bank seats, concrete structures, planting and
railings etc). These themes and designs are sufficient without adding to/confusing."

“Littlehampton needs some careful planning with a view to making it more attractive and interesting, but the danger is things will be taken too far at huge cost. Important things like a practical bus station will probably be ignored. We don’t want more horrors like East Beach Cafe, Longest “non-Bench”, ugly non-shelters on the seafront, and impractical “Stage by the Sea”. BE CAREFUL PLEASE.”

“On plans you have mentioned ‘A CULTURE OF WORLD CLASS ARCHITECTURE AND DESIGN’ referring to the east beach café. I would be very embarrassed as a resident if more structures like this were built in the town. Unfortunately this was designed to look like driftwood, however it is locally known as something that a dog may have left behind. Do we really want to be known as the town with giant dog’s mess on the seafront?”

The consultation:

“Improvements survey is a good idea but needs a focused poll/survey of a good demographic fit of residents and targeted visitors to ensure what is done is accepted.”

“Hunnie for a week so went to the Council offices to view the boards etc.”

Comments on matters outside the scope of this project:

“I spend a lot of time (especially) in the evening walking the dog down the beach which is lovely and so clean, or over Black ditch. Sadly it won’t be so easy to walk over these lovely fields with new development coming and I get fed up with having to get in the car to take the dog out! It is a shame the flats on the seafront were turned into tiny bedsits years ago, as the people who live in most of them are vile!!! Get rid of the drunks in the town (shoot them if you must!) and please please keep the short tennis and golf and all the sports - we use them and are great value for a court. One other thing when you build the swimming centre can you lay some netball courts? I play in the Worthing league where over 50 teams plays every Monday and Thursday and we need more courts so more teams can play. Hope this is of some help and people should be kinder to Arun they do far more then Worthing do for its people.”

“I think Littlehampton could be much improved, but please do not neglect other parts of the area with huge infrastructure problems such as Angmering where you have decreed an excessive development with little thought to the environment.”

“It is incredibly difficult to get tokens in order to play the crazy golf near the arcade. If you do not have the correct change you either have to pay £1.75 to draw out money or you just can’t get the tokens. Make that easier. We tried a few weeks ago and asked ALL around the arcade and there is no other option than the machine to get the tokens and we didn’t want to pay to use the cash machine nor walk all the way to a regular one. In the end, we just didn’t play golf. I imagine that is a frequently repeated experience.”