

# A DRAFT AMBITION FOR HAYLING ISLAND SEAFRONT COMMUNICATIONS AND ENGAGEMENT REPORT

DECEMBER 2021

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## **1. Introduction and Background**

Hayling Island is a unique and popular seaside destination that has been a tourist attraction for over a century. As part of Havant Borough Council's Regeneration Strategy 2018, the seafront location has been identified as a key area with high potential and promising opportunities to include as part of its wider regeneration agenda. The Havant Regeneration and Economy Strategy is currently being refreshed but Hayling Island Seafront will remain a key element of its regeneration plans.

In pursuit of this aim to regenerate the seafront, the Council commissioned consultants to support the development of an ambition and strategy for Hayling Island seafront. Works were undertaken by Hemingway Design (January 2019) and Mace (December 19/20) to this end. These works identified the following strengths and challenges for the area – the following is taken from the Havant Borough Council website:

*The seafront has a heritage rich in water sports and it offers a high-quality natural environment. The local tourism sector has great potential to contribute to the local economy, attracting significant visitor spend and supporting over 4,500 jobs across the Borough.*

*There are some key challenges:*

- *Parts of the seafront are dated and require updating and investment*
- *The coastline is dynamic and vulnerable to coastal flooding and erosion, particularly during high tide and storm events.*
- *The island geography can lead to congestion on the roads during peak times*
- *The seasonality of the visitor offer means that the seafront is often crowded during peak times but quiet out of season*

The next stage of the regeneration programme for Hayling Island was the production of 'A Draft Ambition for Hayling Island Seafront' ("Ambition"), produced by Fabrik in conjunction with Havant Borough Council.

This document sets out a clear draft ambition and strategy for the future of the seafront including enhancement of the range and quality of attractions, improve environmental quality and urban design of the seafront and connect key attractors in ways that reflect the heritage of the island. Regeneration is focused on the following three areas: West Beach, Beachlands and Eastoke. The Draft Ambition document can be found at Appendix A.

A key element of the programme is to engage with local residents, visitors, businesses and a range of other stakeholders to develop and deliver ambitious and exciting plans to enhance the seafront and create an inspiring destination.

The aims and purpose of the engagement programme as detailed in the cabinet report Hayling Seafront Strategy – Developing a Regeneration Ambition on the 8<sup>th</sup> September 2021 were:

- Two-way communication and engagement: giving the opportunity for views, needs and ideas to be heard while giving the Council the opportunity to do the same.
- Clear and consistent message: ensuring messages are clear and consistent in respect of progress and decisions.

- Open and transparent: providing access to relevant information, while treating information sensitively and confidentially where appropriate.
- Approachable: building trust and confidence and treating people with respect.

Engagement commenced from 18<sup>th</sup> October 2021 to 28<sup>th</sup> November 2021, although comments were submitted after the Cabinet report detailed above.

## **Wider context**

It is worth noting the wider context to the proposed regeneration, as this is likely to have had some bearing or impact on some of the responses received during the engagement period.

In October 2021, drone footage was captured of Langstone Harbour from Hayling Island showing the discharge of sewage by Southern Water which made headlines in both local and national news. Some responses received during the engagement period concerned the discharge of sewage, water quality and the impact this has on the natural environment and activities (such as water sports) along the coast.

In early November 2021 inspectors submitted their initial findings to Havant Borough Council's (HBC) Local Plan to which HBC's Planning Policy team responded. The inspectors' initial findings highlighted concerns with Hayling Island's transport, flooding and housing numbers. Some responses received during the consultation period were relayed to these concerns.

Finally, coastal erosion, coastal defences and flooding have long been, and continue to be, areas of concern for Hayling Island and its residents. This item is particularly important given the COP26 event held in Scotland in November 2021.

## **2. Executive Summary**

A new seafront strategy for Hayling Island is being developed and as part of this new strategy, the Council is keen to develop a regeneration ambition for the seafront. Building on previous engagement with the local community and supported by a range of technical work, a new draft ambition document was developed, and a range of stakeholders were engaged with for their views for 6 weeks from 18<sup>th</sup> October – 28<sup>th</sup> November 2021.

### **2.1 Overview**

The communications and engagement programme and the authorship of this report was led and delivered by Regeneration, Communications and Insight officers at Havant Borough Council.

The council received over 650 responses to the engagement programme through a variety of channels. A breakdown of channels and response numbers as follows:

- 266 responses to the online survey
- 74 responses via the online mapping tool
- 63 emails and letters received
- Over 280 attendees to two face-to-face events
- 28 young people gave their views via school's engagement

The engagement programme used self-selecting channels and consequently is not representative of the local population. However, due to the high number of responses, we are confident that major concerns and a wide range of views have been captured to inform the draft ambition document.

This report covers the findings from responses received through the engagement programme.

### **2.2 Key findings**

#### **Views of the draft ambition document**

Respondents were asked for each area to what extent they felt the draft ambition (Appendix A) meets the needs of the local community.

Two in five (40%) felt the draft ambition meets or exceeds the needs of the local community for the seafront overall. Almost three in five (59%) felt that the draft ambition meets or exceeds the needs of the local community for Eastoke, followed by just over half for Beachlands (54%) and West Beach (51%).

Just over three in five (61%) felt that the draft ambition did not meet all or any of the needs for the local community for the seafront overall, followed by 49% for West Beach, 46% for Beachlands and 42% for Eastoke.

#### **Areas of importance or concern**

Responses across the engagement programme were consistent regarding the key themes highlighted as areas of importance. In most circumstances, these were raised as important due to the view that these would need to be included as part of future regeneration plans in terms of enhancement, protection, or support of Hayling Island as a unique coastal destination. There were concerns that if these themes were not addressed that this could inhibit or impact the regeneration programme, but also on the area as a place. The key themes raised are as follows:

- The road network (particularly singular road access on and off the island) was felt to be a key issue and that this would need to be addressed as part of any future regeneration, particularly as many felt that the current infrastructure would not support the ambitions detailed in the draft document. Utilising alternate sources of transport, such as the Hayling Billy Trail for active transport routes, would support access.
- Coastal erosion, sea defences and flooding were also raised by many, with the perception that the draft ambition document does not provide details on how the enhancements and improvements to the area would incorporate protection for the coastline. The threat of rising sea levels and incidents of sections of Hayling beach being lost due to coastal erosion mean that the seafront is in danger of reducing further or disappearing unless robust sea defences are put into place.
- Concerns were raised regarding the impact of the draft ambitions upon the local characteristics of Hayling Island. This included concerns that any future residential developments could impact on views of the sea and potentially impact the height of the skyline on Hayling Island.
- The importance and protection of the natural environment and wildlife was raised, including the Site of Special Scientific Interest (SSSI), which is felt to be unique to Hayling Island and an attraction as to why people live and visit the area.
- Water quality was another key area of concern for many, who felt that the draft ambition document did not provide assurances on how the local environment and the sea are to be protected as part of the regeneration.

### **Areas of opportunity or adding further value**

Respondents were asked for each of the three areas (West Beach, Beachlands and Eastoke) what, if anything, would add further value to each area. There was a strong level of consistency, as the same four options ranked as the top four for the three areas.

These were: 'sympathy to the local natural environment' (80% West Beach, 76% Beachlands and 76% Eastoke), 'sympathy to local characteristics' (67%, 60% and 59% respectively), 'access to the area' (58%, 57% and 59% respectively) and 'suitable disabled access to the area' (58%, 59% and 55% respectively).

### **2.3 Recommendations**

The findings from this engagement should inform the Council's decision on the draft ambition. This will then inform the next phase of the regeneration strategy and programme for Hayling Island seafront. Recommendations for the next phase of the programme are as follows:

- Integration of areas of importance or concern (as highlighted above) into ambition document where possible. This ensures future regeneration activity includes enhancement, protection or addresses these issues as part of the wider programme
- A communications and Engagement strategy developed that:

- ensures further uptake in participation and inclusion with groups such as businesses, young people, organisational stakeholders, and residents
- incorporate segmentation insight to inform targeted and tailored messages and engagement going forward
- address resident queries regarding refer to areas of importance or concern raised and how these are going to be addressed as part of the programme going forward. programme delivery, budget and timescales
- Corporate communications to provide wider support on reputation and messaging that may impact the programme – promotion of place
- Work with other Council Services and Strategic Partners such as Coastal Partners and Hampshire County Council to use outputs of this programme to inform other areas of related work.

### **3. Communications Programme**

In order to publicise the draft ambition document and the engagement, a range of online and offline communication channels were used. These included:

- Media / press programme (Appendices C and E)
- Promotion on social media (Appendix D)
- Leaflets and posters (Appendices B, E and I)
- Drop-in events on Hayling Island (Appendices B, I, J and K)

#### **Draft Ambition document**

This document provided draft ambitions for the Seafront overall and for three areas; West Beach, Beachlands and Eastoke for the public and stakeholders to review and comment on through the engagement programme. Printed copies were available on request. Online copies were shared via Council communication channels as listed above.

#### **Materials**

A full listed of materials produced to support the engagement are detailed below:

- Posters
- Business cards
- 4 roll up banners
- Hard copies of the questionnaire (Appendix F)
- Hard copies of ambition (Appendix A)
- Map (Appendix J)
- One word board

The above materials were available at both engagement events and on request from HBC. Business cards were available at Hayling Island Community Centre, Beachlands Information Centre and Hayling College.

#### **Website**

All information about the Hayling Island Seafront regeneration programme was available on the following dedicated webpages:

- <https://www.havant.gov.uk/ambition-hayling-island-seafront>
- <https://www.havewithhavant.co.uk/ambition/>

The draft ambition document, the online survey, the online mapping tool and further information about the programme was provided.

## **4. Engagement Programme**

Public engagement on the draft ambition document commenced on the 18th October 2021 until the 28<sup>th</sup> November 2021. However, comments were received and recorded immediately following Cabinet on 8<sup>th</sup> September 2021.

Respondents were asked for their views on the draft ambition document for Hayling Island seafront. The map in Appendix J shows which areas are considered within the draft ambition.

The engagement programme covered online, printed and face-to-face channels to inform, engage and capture from a wide group of stakeholders including residents, businesses, visitors, works, organisations and campaign groups.

### **Early engagement**

Before public engagement began, Havant Borough Council conducted a stakeholder mapping workshop to identify key stakeholders that would require engagement on the draft ambition document. The workshop also identified key communication and engagement channels to use. Over 290 stakeholders, businesses and organisations were contacted and informed about the draft ambition document and engagement.

A number of strategic stakeholders were identified as key stakeholders see 10.1. While each stakeholder is key, they have different roles to play in the regeneration of Hayling Island Seafront, some are landowners, businesses, funders or partners in the delivery of the regeneration ambition.

### **Online survey**

The online survey consisted of open and closed questions to gather views towards the draft ambition document for Hayling Island seafront. Closed questions included scales asking respondents to rank the importance of each of the ambition principles for the draft ambition overall and for each of the three areas. The full questionnaire can be found in Appendix F.

The online survey was accessible via dedicated webpages (<https://www.havant.gov.uk/ambition-hayling-island-seafront> and <https://www.havewithhavant.co.uk/ambition/>).

Additionally, paper copies were made available at the engagement events or provided on request. Completed hard copies could be returned at Public Service Plaza or the Hayling Island Visitor Information Centre located at Beachlands

The online survey link was included on all communications including emails, social media posts, press releases, business cards, posters, and newspaper articles throughout the engagement programme.

### **Online mapping tool**

An online mapping tool was made available on dedicated webpages (<https://www.havant.gov.uk/ambition-hayling-island-seafront> and <https://www.havewithhavant.co.uk/ambition/>) which allowed respondents to submit

qualitative comments and ideas in relation to certain geographical locations. See Appendix L.

## Emails and letters

Individuals and stakeholders could also submit emails or letters to a dedicated email address ([regeneration@havant.gov.uk](mailto:regeneration@havant.gov.uk)) or to send hard copy letters to the Public Service Plaza or the Hayling Island Visitor Information Centre located at Beachlands.

## Drop-in events

Two drop-in sessions were held during the engagement period. Materials were displayed at each session including maps, banners, and leaflets. Additionally, council officers from the Regeneration team, Ward Councillors, and colleagues from Fabrik were on hand to answer any questions, address concerns, discuss the draft ambitions and receive feedback from attendees.

These sessions fully complied with the Government's COVID-19 guidance, following appropriate social distancing measures, such as enforcing the wearing of face masks, use of hand sanitiser where possible and frequently wiping down surfaces and equipment.

The dates and locations of the drop-in events are as follows:

Date	Location	Time	Attendees
Thursday 11 November 2021	Hayling Island Community Centre	14:00 – 17:30	174
Saturday 13 November 2021	Hayling Island Community Centre	10:00 – 13:00	106

The event format is provided below.

- Visitors entered through the Cricket Room, greeted by an officer, and asked to wear a face covering.
- Visitors were offered the opportunity to read the draft ambition document and were held at the entrance room to ensure the event was Covid compliant.
- Visitors progressed to one of 4 boards, the first giving an overview of the draft ambition, then detailing the proposals for each of the suggested areas (West Beach, Beachlands and Eastoke).
- Visitors were encouraged to use post-it's to write comments and stick to the boards.
- The exhibition then offered visitors to stick a post-it on a one-word association board, the aim of this was to develop an understanding of how residents, visitors and businesses see Hayling Island and to use that to inform future branding.
- A map was used to mirror the interactive mapping tool available online, visitors were able to use post-its to make comments about the draft ambition, specifically those relating to particular locations.
- The exhibition events also offered paper surveys to be completed at the event or to be delivered to HBC Plaza or Beachlands Information Centre.
- Visitors were offered the opportunity to submit written comments to Public Service Plaza or the Hayling Island Visitor Information Centre located at Beachlands.
- Visitors were offered the opportunity to submit comments via email.

- Visitors were able to speak to officers or Councillors available on the day to ask questions and discuss ideas or concerns.
- Finally, visitors were encouraged to take one of HBC's business cards with them, this provided the website link for the survey and mapping tool, some information on the draft ambition and a QR code to sign up Gov Direct updates on future progress.

### **Young people engagement**

Through stakeholder mapping, it was identified that young people are a key stakeholder to engage with, particularly as the regeneration programme involves climate and environmental issues. There are 7 schools on Hayling Island, all of which were invited by the council to host an event run by council officers or teachers. Two schools took part in this phase of the engagement, run by council officers and supported by teachers. These were tailored differently due to the difference in ages.

The engagement comprised of 12 pupils in Year 7-11 and 2 teachers present and 16 pupils aged 4-7 years old participating in a 2-part session with their teacher present.

## **5. Engagement response**

A response overview to each methodology in the engagement programme is included below.

### **Online survey**

In total, 266 responses were received for the online survey. A breakdown of these responses can be found in Appendix G.

### **Online mapping tool**

In total, 74 responses were received via the online mapping tool.

### **Emails and letters**

In total, 63 emails and letters were received.

### **Exhibition events**

Across the two events, officers engaged with over 280 attendees.

This included handing out business cards, answering people's questions and encouragement to take part in the online survey. A breakdown of the number of people reach at each event can be found in Appendix K.

### **Schools' engagement**

Two schools took part in engagement, with 28 pupils in total.

This included relationship building for future engagement on Hayling Island, 165 comments submitted and 5 completed paper surveys. Those aged between 4-7 years took part in activities to facilitate conversations about the seafront including drawing what they like about the seafront and who they visit with.

### **Strategic Stakeholders**

In total 5 strategic stakeholders were engaged over the course of the engagement programme including landowners and partner organisations. Strategic stakeholders will continue to be engaged throughout the regeneration of Hayling Island seafront.

### **Analysis methodology**

The engagement programme was self-selecting and therefore it is nor representative of the population who live, work or visit Hayling Island. However, as the Council received over 650 responses, we are confident this captures all major issues which need to be considered.

Regarding the online survey, please note that some of the questions allowed respondents to tick multiple answers. Therefore, in some cases, the sum of the response to a question may be higher than 100%. In other cases, the total response to a single-answer question may add up to slightly over 100% due to rounding of decimal points. Questions are based on the total number of respondents per question, as not all respondents answered every question.

Where possible, the online survey compares responses to a particular question by different groups. These comparisons are only possible where enough members of a group have responded to the survey. In most of this report, the comparative analysis between groups has not been conducted for groups with a base size lower than 50. This is due to base sizes smaller than 50 not allowing for reliable statistical comparisons against other samples.

All open-ended questions and comments in the survey and responses via other engagement methodologies (e.g., drop-in events, engagement with schools, letters and emails) were coded into themes to allow the responses to be quantified. This encompassed reading every response and creating a code frame.

## **GDPR**

The Council was mindful of its data protection duties and responsibilities, and in line with this the engagement programme was designed in a manner to only collect, analyse and report on responses in line with GDPR.

The survey referenced the Council's Privacy Policy. Data recorded via this survey will be retained in line with the relevant retention policy.

## 6. Survey findings

The below provides an overview comparison of the draft ambition overall and each of the three areas was engaged upon (West Beach, Beachlands and Eastoke).

Respondents were asked for each area to what extent they felt the draft ambitions meet the needs of the local community. Almost three in five (59%) felt that the draft ambition meets or exceeds the needs of the local community for Eastoke, followed by just over half for Beachlands (54%) and West Beach (51%). Two in five (40%) felt the draft ambition meets or exceeds the needs of the local community for the seafront overall.

Just over three in five (61%) felt that the draft ambition did not meet all or any of the needs for the local community for the seafront overall, followed by 49% for West Beach, 46% for Beachlands and 42% for Eastoke.

### How well ambition principles meet the needs of the local community

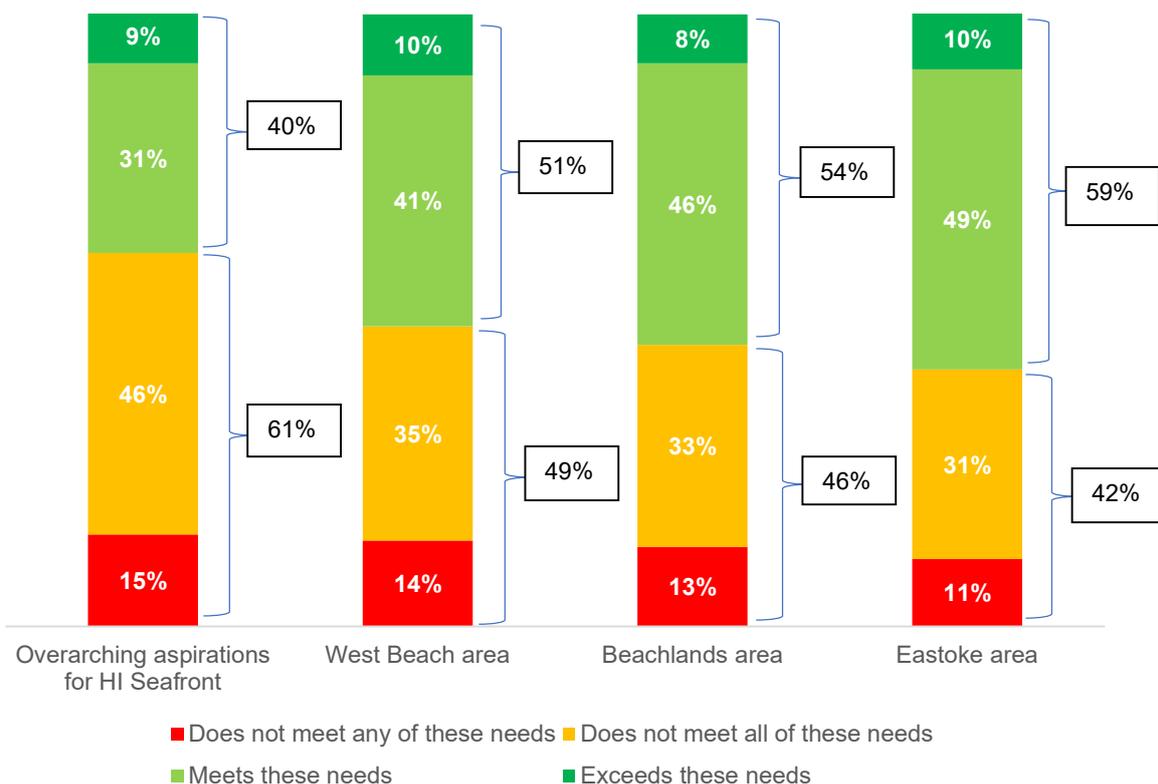


Figure 1 – Responses to Q6 – How well do you feel the ambitions for Hayling Island seafront meets the needs of the local community? / Q9 – How well do you feel the ambitions for the West Beach area meets the needs of the local community? / Q12 – How well do you feel the ambitions for Beachlands meets the needs of the local community? / Q15 – How well do you feel the ambitions for Eastoke meets the needs of the local community?

**SAMPLE SIZE: Q6 (257) / Q9 (241) / Q12 (246) / Q15 (229)**

## Sub-group analysis

Sub-group analysis was conducted to understand if certain groups who responded to the survey are more or less likely to agree or disagree that the draft ambition principles meet the needs of the community for the draft ambition overall and for each of the three areas.

Sub-group analysis was conducted by age, respondent type (e.g. resident of Hayling Island), frequency of visits to the seafront and usage of the sea front.

This is useful to understand audience segmentation, specifically identifying those who feel the draft ambition meets the needs of the community, those who do not feel it meets all the needs (why not and how this needs to be addressed/overcome) and those who do not feel it meets any of the needs (why not and how this needs to be addressed/overcome.) This informs future communications and engagement on the programme, specifically targeted and tailored dependent on the audience segment.

When analysing those who feel that the needs of the community are met or exceeded, the statistically significant differences are detailed below. The full data chart can be found in Appendix H, Fig. 42.

- Hayling Island residents were significantly less likely to agree that the ambition principles meet or exceed the needs of the local community compared to the average for the overarching aspirations (34%, average 40%), West Beach (45%, average 51%), Beachlands (46%, average 54%) or Eastoke (51%, average 59%).
- Those who visit the seafront at least once a week were significantly less likely to agree that the ambition principles meet or exceed the needs of the local community compared to the average for the overarching aspirations (32%, average 40%), West Beach (40%, average 51%), Beachlands (42%, average 54%) or Eastoke (47%, average 59%).
- Those who visit the seafront at least once or twice a month were significantly more likely to agree that the ambition principles meet or exceed the needs of the local community compared to the average for the overarching aspirations (51%, average 40%), West Beach (65%, average 51%), Beachlands (65%, average 54%) or Eastoke (73%, average 59%).
- Those who use the seafront for leisure activities were significantly more likely to agree that the overarching aspirations for the seafront meet or exceed the needs of the community (52%, average 40%).
- Those who use the seafront for walking / dog walking, enjoying the natural environment, visiting the beach or cycling were significantly less likely to agree that the aspirations for the following areas meet or exceed the needs of the community:
  - West Beach: walking / dog walking (47%, average 51%), enjoying natural environment (46%, average 51%)
  - Beachlands: walking / dog walking (50%, average 54%), enjoying natural environment (49%).
  - Eastoke: walking/ dog walking (51%, average 59%), enjoying natural environment (51%), visiting the beach (51%), cycling (46%).

When analysing those who feel that the needs of the community are not met in some or all respects, the statistically significant differences are detailed below. The findings demonstrate

those who are significantly less likely for example to agree that the draft ambition principles meet the needs of the community are therefore significantly more likely to agree that the draft ambition principles do not meet the needs of the community. The relevant chart can be found in Appendix H, Fig. 43.

- Hayling Island residents were significantly more likely to indicate that the ambition principles do not meet all or any of the needs of the local community compared to the average for the overarching aspirations (66%, average 61%), West Beach (55%, average 49%), Beachlands (54%, average 46%) or Eastoke (49%, average 42%).
- Those who visit the seafront at least once a week were significantly more likely to indicate that the ambition principles do not meet all or any of the needs of the local community compared to the average for the overarching aspirations (68%, average 61%), West Beach (60%, average 49%), Beachlands (58%, average 46%) or Eastoke (53%, average 42%).
- Those who visit the seafront at least once or twice a month were significantly less likely to indicate that the ambition principles did not meet all or any of the needs of the local community compared to the average for the overarching aspirations (49%, average 61%), West Beach (35%, average 49%), Beachlands (35%, average 46%) or Eastoke (27%, average 42%).
- Those who use the seafront for walking / dog walking, enjoying the natural environment, visiting the beach, water sports activities or for leisure activities were significantly less likely to agree that the aspirations for the following areas did not meet all or any of the needs of the community:
  - Overarching aspirations: walking / dog walking (56%, average 61%), water sports activities (47%), leisure activities (46%)
  - West Beach: walking / dog walking (45%, average 49%), enjoying natural environment (43%), visiting the beach (42%), water sports activities (33%), leisure activities (36%)
  - Beachlands: visiting the beach (41%, average 46%), water sports activities (31%)
  - Eastoke: walking/ dog walking (35%, average 42%), enjoying natural environment (34%), visiting the beach (34%), water sports activities (24%).

## **Reasons why it was felt the draft ambitions do not meet any or all of the needs of the local community**

When asked for the reasons why the draft ambition for each area does not meet all or any of the needs of the local community, there is notable consistency amongst the key themes raised by respondents. The following themes are raised in at least three of the four identified areas:

### **Improved travel infrastructure**

The issue of the Hayling Island Road network and access on and off of the island was a strong theme that is emphasised throughout the survey findings, as in many cases respondents did not feel that the current provision would support the ambitions detailed in the draft document. Comments highlighted that the location often experiences traffic issues and that with additional residents and/or visitors, these problems would only be exacerbated if no further solutions were sourced.

Viewpoints under these themes raised potential solutions, most notably around providing an additional access route to the island aside from the main A3023 highway (potentially via an additional bridge or utilising the Hayling Billy Trail) and bringing in alternate sources of transport, such as improved public transport connectivity and greener alternatives such as rental scooters or encouraging cycling and active travel.

This section also included comments around the availability of car parking on the seafront, as this is again felt to not be in a suitable condition to meet the challenge of additional car journeys to the location.

*“Without adequate road improvement i.e. multiple access and exit points and related infrastructure the age-old congestion will continue and increase”*

*“Great ideas but not sure how the island can cope with the additional traffic”*

*“No point in any of this without additional A3023 capacity”*

*“Local community needs good road access to Hayling Island, current situation is totally inadequate. How can the ambition stop more vehicles coming onto the island? Our single road needs a solution not added load”*

### **Coastal erosion, sea defences and flooding**

Coastal erosion, sea defences and flooding were a key theme raised by respondents, many of whom indicated that they feel that the draft ambition document does not provide details on how the enhancements and improvements to the area would incorporate protection for the coastline. The threat of rising sea levels and incidents of sections of Hayling beach being lost due to coastal erosion mean that, the seafront is in danger of reducing further or disappearing unless robust sea defences are put into place. It is the view of many who responded that the draft ambition document is missing details of these measures.

Respondents also raise the view that the ambitions will only be suitable if the coastline is protected in an adequate way to ensure the survival of these locations.

*“With the amount the erosion of the sea front there will be nothing left to improve”*

*“It doesn’t include anything about flood defence”*

*“You need to stabilise and protect the whole coastline before planning anything further.”*

*“Sea defences should be a priority yet have not been addressed in your plan”*

*“Coastal erosion and not building on flood plains as there won’t be an island left.”*

### **Concerns over impact of ambitions on local characteristics**

Respondents raised several concerns that they felt the ambitions will have a negative or detrimental impact upon the local characteristics of Hayling Island. This included concerns that any future residential developments could impact on views of the sea and potentially impact the height of the skyline on Hayling Island.

Further comments raised under this theme highlighted how many enjoy the openness and tranquillity offered by the seafront, and that increased activity at these sites were perceived to impact this important and valuable aspect of Hayling Island’s unique character.

*“It’s not exactly clear what physical plans you will implement but that area already has a lot of character that it would be shame to lose.”*

*“Hayling just feels a little neglected, but I would hate to see something overly corporate installed”*

## Water quality

Water quality was another key area of concern for many respondents, who felt that the draft ambition document did not provide assurances on how the local environment and the sea are to be protected as part of the regeneration. Many commented on their experiences of incidents where sewage and wastewater and the effect on Langstone Harbour and Hayling seafront.

*“Fail [sic] to understand the primary issue- stop pumping raw sewage into the local waters. They are a danger to health of local residents who enter the water. It is severely damaging the local environment, this is the single biggest issue.”*

*“Tackle the sewage problem. It's getting a lot of media time now & damaging the area's reputation.”*

*“Stop the sewage so that all visitors can enjoy going into the sea. This must be addressed if we are to invest in the area so that it can be used safely.”*

*“A couple of equally important basic needs are screaming for attention too: wastewater treatment (i.e. sewage pumped into the water we no longer want to swim or sail),”*

Area	Top elements for why the draft ambition does not any or all of the needs of the local community (% of respondents)
Hayling Island (overarching aspirations)	Improved travel infrastructure (41%) Water quality (11%) / Coastal erosion, sea defences and flooding (11%) Concerns over impact of ambitions on local characteristics (10%)
West Beach	Improved travel infrastructure (32%) Coastal erosion, sea defences and flooding / Concerns over impact of ambitions on local characteristics (26%) Water quality (10%)
Beachlands	Improved travel infrastructure (33%) Concerns over impact of ambitions on local characteristics (31%) Water quality (11%) Support of fun fair (10%)
Eastoke	Concerns over impact of ambitions on local characteristics (28%) Improved travel infrastructure (15%) Coastal erosion, sea defences and flooding (13%) Not inclusive of young people, elderly or disabled (10%)

*Figure 2 – Responses to Q6a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? / Q9a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? / Q12a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? / Q15a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? – note that this question was only asked of those respondents who indicated that the ambitions did not meet any or all of the needs of the local community for the given area.*

**SAMPLE SIZE: Q6a (143) / Q9a (99) / Q12a (83) / Q15a (72)**

## Adding further value

Respondents were asked for each of the three areas (West Beach, Beachlands and Eastoke) what, if anything, would add further value to each area. There was a strong level of consistency across the factors deemed to add further value, as the same four options ranked as the top four for West Beach, Beachlands and Eastoke.

'Sympathy to the local natural environment' was the top ranked option in each of the areas (80%, 76% and 76% respectively) and in a similar vein, 'sympathy to local characteristics' was second for each area (67%, 60% and 59% respectively). The third and fourth options in all areas were 'access to the area' (58%, 57% and 59% respectively) and 'suitable disabled access to the area' (58%, 59% and 55% respectively).

## Factors that would add further value to each area

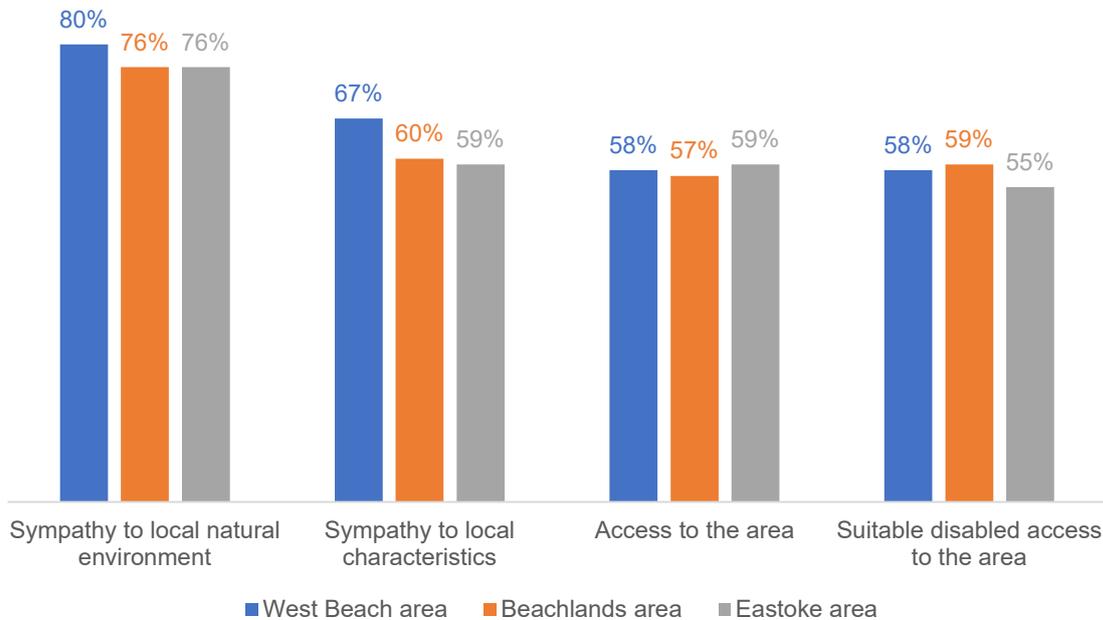


Figure 3 – Responses to Q11 – What, if anything, do you feel would add further value to the aspirations for the West Beach area? Please select all that apply / Q14 – What, if anything, do you feel would add further value to the aspirations for the Beachlands area? Please select all that apply / Q17 – What, if anything, do you feel would add further value to the aspirations for the Eastoke area? Please select all that apply.

**SAMPLE SIZE: Q11 (261) / Q14 (256) / Q17 (240)**

The following sections provide a further breakdown of these results.

### 6.1. A Seafront Ambition

Just under two thirds (61%) of respondents felt that the ambitions for Hayling Island seafront did not meet some or any of the needs of the community, compared to 40% of those who felt that it met or exceeded the needs of the community.

The most common response to this question was that the draft ambition did not meet all of the needs of the community, with just under half (46%) of respondents stating this followed by 31% of respondents stating that it meets the needs of the community.

### Ambitions for Hayling Island seafront meeting the needs of the local community

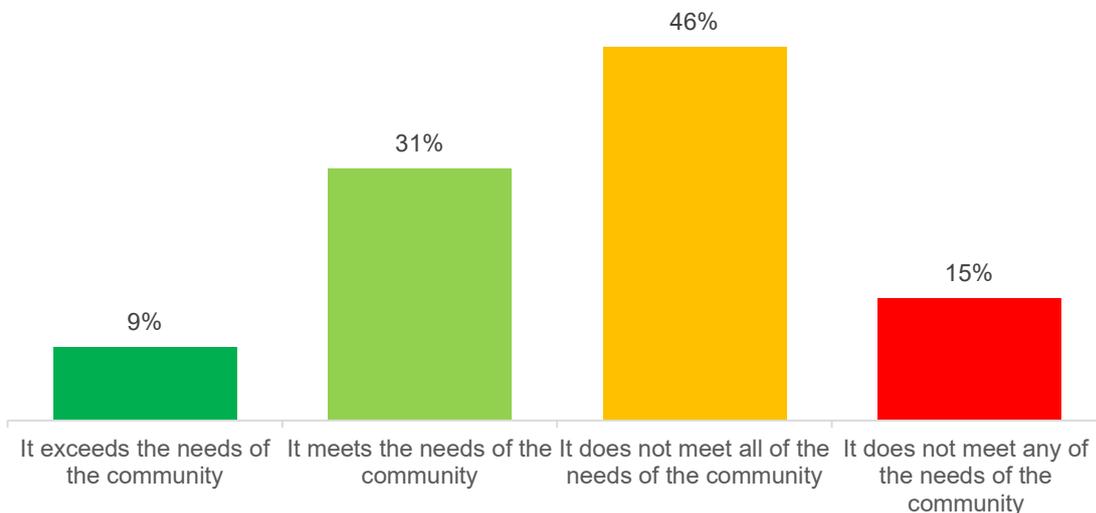


Figure 4 – Responses to Q6 – How well do you feel the ambitions for Hayling Island seafront meets the needs of the local community?

**SAMPLE SIZE: 257**

For those who felt that the draft ambition did not meet all or any of the needs of the local community, the main theme raised in relation to this was improving the travel infrastructure on Hayling Island (41%). This was a key issue for many respondents, and this incorporated a number of interconnected concerns.

Respondents felt that the ambitions would have limited success if travel access to the seafront is not expanded or improved. Respondents cite the single road access to Hayling Island as a major concern, particularly with issues regarding traffic congestion. Many perceive that if there is the intention to enhance the seafront location, there is the need to ensure that the travel infrastructure can support more residents and/or visitors.

Furthermore, comments under this theme also incorporated related concerns such as the provision of car parking available at the seafront, the need for improved public transport links

(including potential bus, ferry and train connections) and the desire to incorporate green / electric / active travel options.

The following comments provide some insight into the sentiment behind these views:

*“More visitors means more traffic & footfall - if cars planned for the seafront throughout the year where is the road network NOW to prevent unacceptable congestion on Hayling's & Langstone's roads? If no road improvement how do you stop motorists clogging the roads?”*

Other high-ranking themes include water quality, coastal erosion, sea defences and flooding (both 11%) and concerns over the impact of ambitions on local characteristics (10%).

Water quality was a key concern for respondents and the effect this has on Langstone Harbour and Hayling seafront. Coastal erosion, sea defences and flooding were also a key concern, citing that climate change and the rise of sea levels will impact the coastline and environment. For both of these concerns, respondents felt that this needs to be protected, enhanced or addressed in future regeneration plans. The following comment provides a succinct summary of these comments:

*“The West Beach area is already falling into the sea so what is the point of planning to expand this area unless you are going to build relevant coastal defences.”*

The fourth most cited theme was regarding concern of the impact of the draft ambitions on local characteristics. For example, some felt that if there were to be an increase in the number of residents or visitors on the island, then accommodation for this would need to be considered as part of any future regeneration plans, particularly regarding the local infrastructure such as schools, health services and facilities supporting more people on the island. This was particularly mentioned as some felt that current local infrastructure was at capacity or stretched already.

Other respondents cite concerns regarding views of the sea and the height of the skyline/buildings in the area. These respondents were concerned that the current draft ambitions do not outline how the sea views will remain unobstructed (particularly from buildings and car parks along the seafront at the moment) and heights of new buildings or structures (particularly to remain in character with the area at the moment.)

*“Our seafront is a very tranquil and natural place to spend time, certainly over the past 18 months has been a life saver for me. I worry with the plans laid out that it will become too commercialised and lose the charm that makes it so attractive.”*

## Reasons why the ambition does not meet the needs of the local community

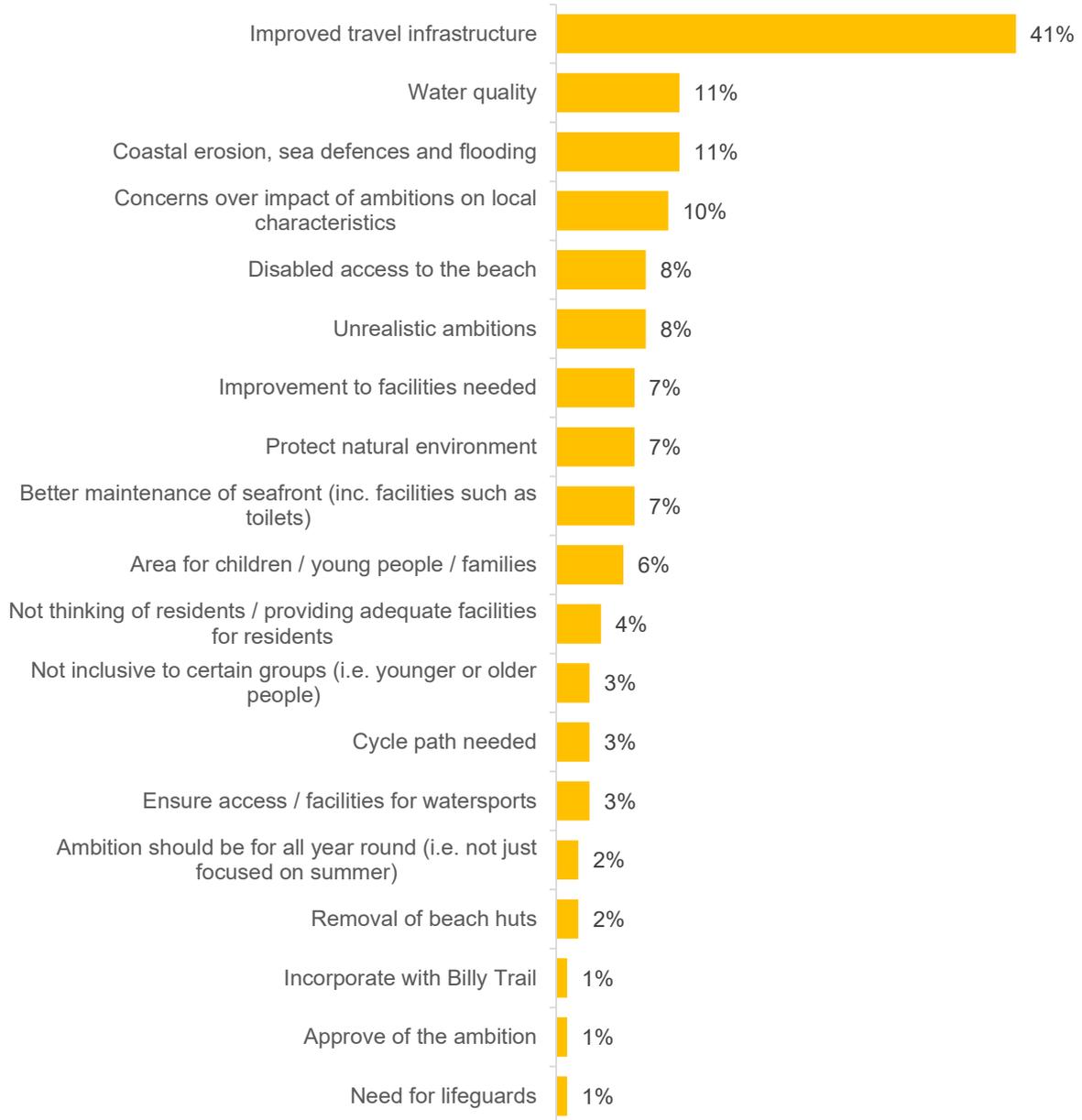


Figure 5 – Responses to Q6a – Why do you feel it does meet any / all of the needs of the community? What could be done to meet these needs? – note that this question is only asked of respondents who responded that the ambition does not meet all or any of the needs of the community for the main question

**SAMPLE SIZE: 143**

When asked on the importance of the overall ambition principles, almost all (98%) respondents felt that ‘protecting the unique character of the coastal landscape and enhancing the natural environment’ was either very important or important. This was followed by ‘responding to climate issues, creating low carbon footprints and proactive in protecting the coastline’, which 88% of respondents cited as very important or important.

Access and wellbeing were also important factors for many respondents. Around four in five (83%) respondents felt that ‘creating opportunities to support active lifestyles, health and well-being for residents and visitors’ and ‘improving sustainable access to the beach, enhancing walking/cycling routes and move towards a car free future’ (80%) were very important or important principles for the area.

The lowest ranking options were ‘creating an exciting and modern seafront and marine leisure offer’ was deemed very important or important by 55% of respondents, and ‘delivering a new approach to managing the seafront to drive up resident and visitor experience’ which was felt to be very important or important by around two thirds of respondents (67%).

## Importance of overall ambition principles

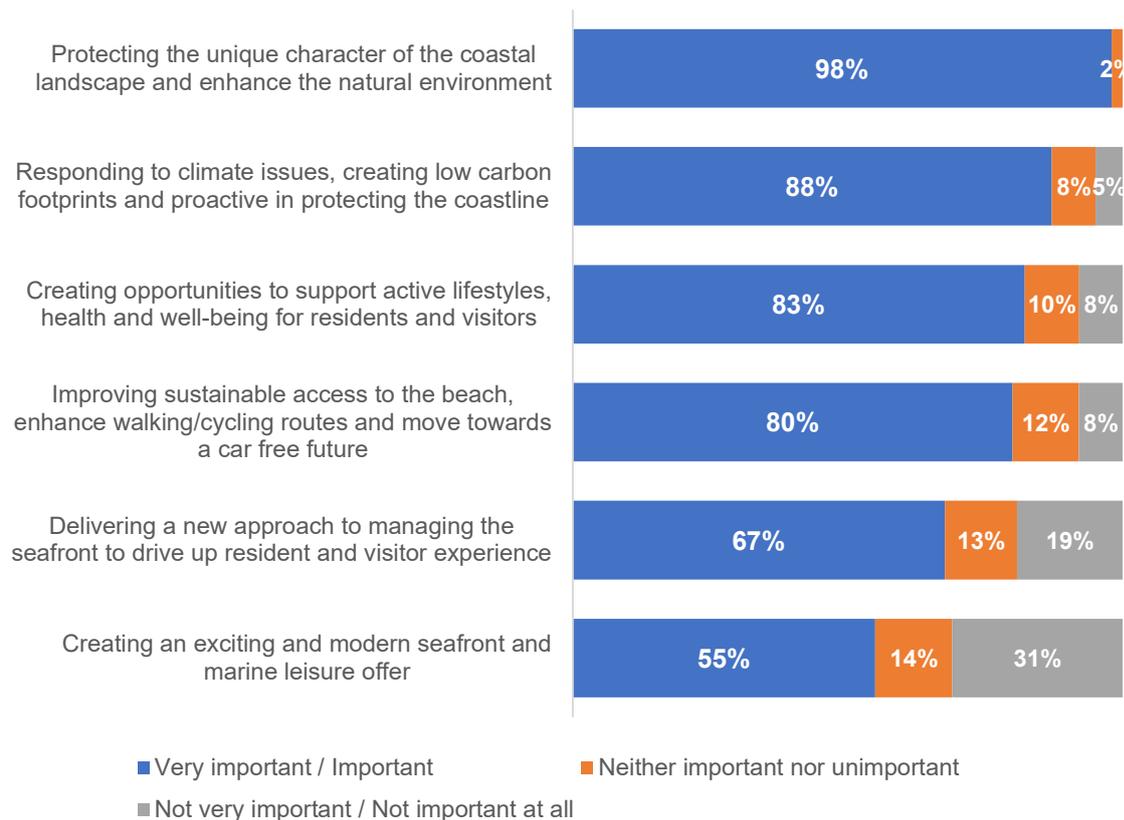


Figure 6 – Responses to Q7 – How important are each of the ambition principles to you?

**SAMPLE SIZE:** Protecting the unique character of the coastal landscape and enhance the natural environment (257) / Responding to climate issues, creating low carbon footprints and proactive in protecting the coastline (255) / Creating opportunities to support active lifestyles, health and well-being for residents and visitors (256) / Improving sustainable access to the beach, enhance walking/cycling routes and move towards a care free future (258) / Delivering a new

approach to managing the seafront to drive up resident and visitor experience (255) / Creating an exciting and modern seafront and marine leisure offer (246)

When asked about the importance of future potential and opportunities for the draft ambition overall, these findings are consistent with how respondents view the overall draft ambition principles and reflect key concerns are around environment sustainability and access.

The highest-ranking option was 'preserving and enhancing areas of wilderness', with 95% stating this was very important or important. 'Improving access to and across the seafront' was the second highest-ranking response, with three quarters of respondents (75%) citing this as very important or important. 'Offering food, drink and other attractions' was deemed very important or important to 62% of respondents. 'Encouraging further commercial investment and job creation' was deemed very important or important to just over half of respondents (52%).

Options that aim for Hayling to be a location that offers activities ('providing an activity hub facility' and 'developing a niche location for active pursuit and activity holidays') were similarly scored by respondents, both statements saw 45% of respondents state this was very important or important.

The lowest-ranking option was 'creating a clear brand and identity for the seafront area' with 37% who felt that this was very important or important.

## Sub-group analysis

Statistical significance testing highlights the following:

- For the ambition principle of 'creating opportunities to support active lifestyles, health and well-being for residents and visitors', the following groups were significantly less likely to consider this very important or important when compared to the average:
  - Those aged 65 years and over (75%, average 83%)
  - Hayling Island residents (77%)
  - Those who visit the seafront at least once a week (79%)
- Hayling Island residents were also significantly less likely to indicate that the ambition principle of 'creating an exciting and modern seafront and marine leisure offer' (49%, average 55%) was very important or important to them.
- Those who use the seafront for walking / dog walking, enjoying the natural environment, visiting the beach and leisure activities were significantly less likely to view the following ambition principles as very important or important to them:
  - 'Protecting the unique character of the coastal landscape and enhance the natural environment': walking / dog walking (96%, average 98%), enjoying the natural environment (96%), visiting the beach (95%) and leisure activities (94%)
  - 'Responding to climate issues, creating low carbon footprints and proactive in protecting the coastline': walking / dog walking (84%, average 88%) and enjoying the natural environment (85%)
  - 'Creating opportunities to support active lifestyles, health and well-being for residents and visitors': enjoying natural environment (79%, average 83%)
  - 'Delivering a new approach to managing the seafront to drive up resident and visitor experience': enjoying natural environment (62%, average 67%)
  - 'Creating an exciting and modern seafront and marine leisure offer': enjoying natural environment (47%, average 55%)

- In contrast, those who use the seafront for swimming, socialising, food and/or drink, water sports and leisure activities were significantly more likely to indicate that the following ambition principles are very important or important to them:
  - 'Responding to climate issues': water sports (96%, average 88%)
  - 'Creating opportunities to support active lifestyles': swimming (91%, average 83%) and socialising (91%)
  - 'Delivering a new approach': food and/or drink (76%, average 67%) and leisure activities (82%)
  - 'Creating an exciting and modern seafront': food and/or drink (70%, average 55%) and leisure activities (70%).

The relevant chart can be found in Appendix H, Fig. 44.

## Importance of future potential and opportunities

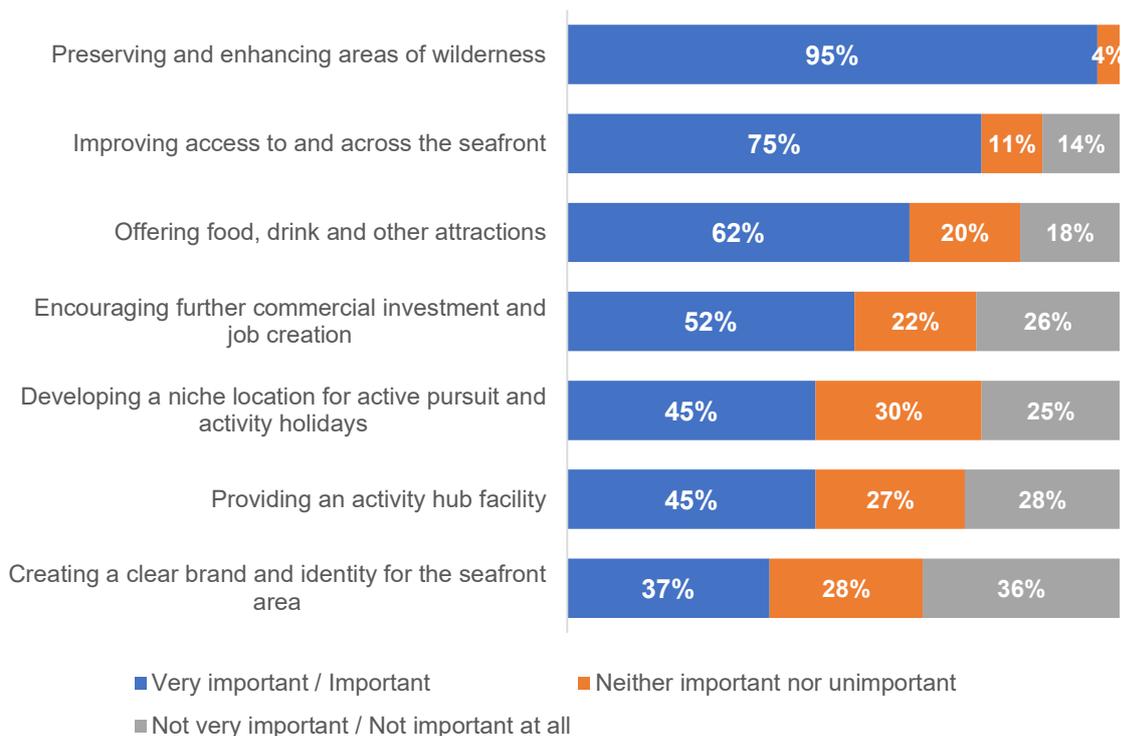


Figure 7 – Responses to Q8 – How important are these future potential and opportunities to you?

**SAMPLE SIZE:** Preserving and enhancing areas of wilderness (260) / Improving access to and across the seafront (260) / Offering food, drink and other attractions (256) / Encouraging further commercial investment and job creation (255) / Developing a niche location for active pursuit and activity holidays (256) / Providing an activity hub facility (254) / Creating a clear brand and identity for the seafront area (254)

### Sub-group analysis

Statistical significance testing highlights the following:

- Those who visit the seafront at least once a week were significantly more likely to view that ‘creating a clear brand and identity for the seafront area’ was a very important or important opportunity than when compared to the average (42%, average 37%)
- Similarly, those who visit the seafront at least once or twice a month were significantly more likely to view that ‘offering food, drink and other attractions’ was a very important or important opportunity (71%, average 62%).
- Those who use the seafront for swimming, socialising, food and/or drink and leisure activities were significantly more likely to view the following potential opportunities as very important or important:
  - ‘Preserving and enhancing areas of wilderness’: swimming (99%, average 95%)
  - ‘Improving access to / across the seafront’: food and/or drink (84%, average 75%) and leisure activities (90%)
  - ‘Offering food, drink and other attractions’: food and/or drink (80%, average 62%) and leisure activities (82%)
  - ‘Encouraging further commercial investment and job creation’: socialising (62%, average 52%) and food and/or drink (72%)
  - ‘Developing a niche location for active pursuit and activity holidays’: food and/or drink (57%, average 45%) and leisure activities (62%)
  - ‘Providing an activity facility hub’: food and/or drink (59% average 45%) and leisure activities (60%)
  - ‘Creating a clear brand and identity for the seafront area’: socialising (47%, average 37%).

The relevant chart can be found in Appendix H, Fig. 45.

## Further potential or opportunities

When asked what further potential or opportunities there are for Hayling Island, around one-quarter (24%) felt the need for better, improved or new facilities. This included a community space, event facilities, the fun fair or indoor/outdoor leisure facilities, and the following comments provide more details on some of these suggestions:

*“Creating community space for people to get together”*

*“Theatre experiences”*

*“Garden areas with seating.”*

*“Event facilities, social hub, centre for young people and space to learn new skills”*

*“Indoor swimming / waters ports [sic] facilities for off season, or inclement weather use”*

*“Park-run on the seafront”*

The next most cited theme was improvements to travel infrastructure (22%). The comments under transport infrastructure topic mirror closely responses received in previous questions and confirm the desire for this to support travel on and off the island. Some within this theme also commented upon car parking provision and ensuring this supports road users.

The third most cited theme was coastal erosion, sea defences and flooding (9%), with comments emphasising the view that future regeneration plans to consider how the coastline and environment are to be protected or enhanced.

*“You need to stabilise and protect the whole coastline before planning anything further.”*

## 'Other' future potential or opportunities for Hayling Island seafront

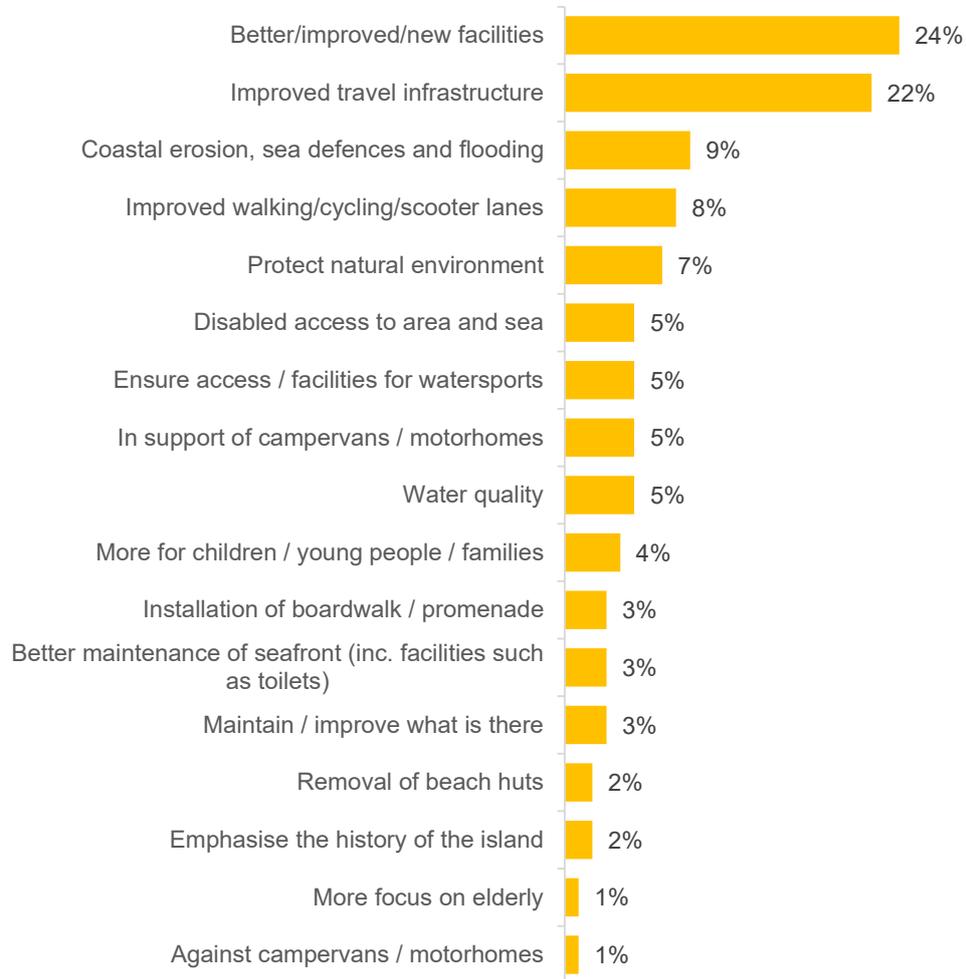


Figure 8 – Responses to Q8a – Are there any other future potential or opportunities for Hayling Island seafront that you would like to add? If so, please do so here.

**SAMPLE SIZE: 133**

**6.2. West Beach: A focus for nature and activities**

Just over half (51%) of respondents felt that the ambitions for the West Beach area meet or exceed the needs of the local community and 49% felt that it does not meet all or any of these needs.

The most common response was that the ambition meets the needs of the community, which roughly two in five responded with (41%).

Just over one in ten (14%) felt that it does not meet any of these needs.

**Ambitions for the West Beach area meeting the needs of the local community**

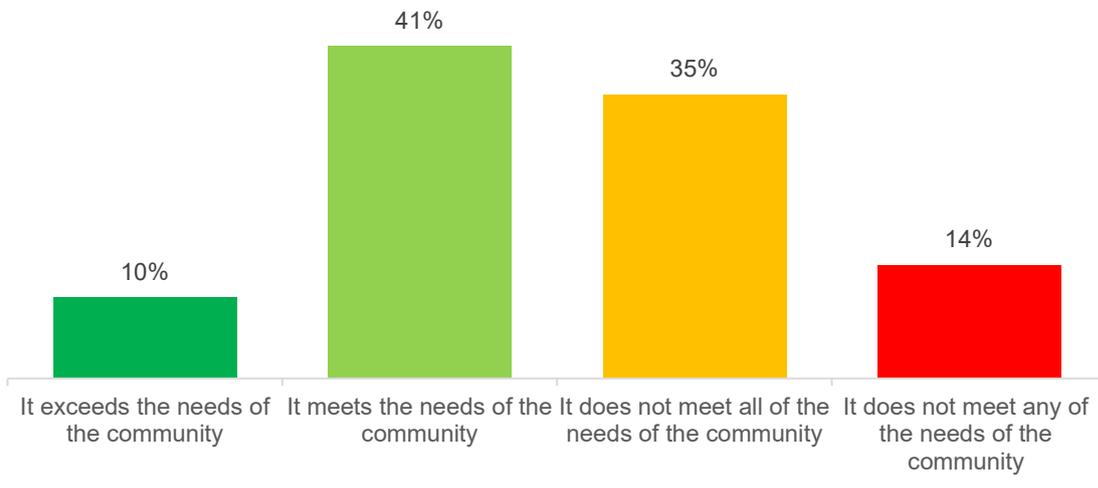


Figure 9 – Responses to Q9 – How well do you feel that the aspirations for the West Beach area meets the needs of the local community?

**SAMPLE SIZE: 241**

When asked why the ambition for West Beach area does not meet all or any of the needs of the local community, the main reason cited was improved travel infrastructure needed (32%).

*“Needs joined up thinking. The road can’t carry the traffic as it is without attracting more visitors.”*

Coastal erosion, sea defences and flooding was the joint next most cited theme (26%). These views highlighted that the draft ambition was not felt to address enhancement or improved coastal defences, and that without attention paid to these the area is under threat from rising sea levels. Examples were given as to where this was having a real-time impact, with the beach being washed away and incidents of flooding reported.

*“The biggest problem at West Beach are the crumbling sea defences which need to be replaced. The [draft] ambition document hardly mentions this.”*

Just over one-quarter (26%) of respondents cited concerns regarding the impact of the draft ambitions on local characteristics. This included concerns regarding the number of visitors and the impact this would have on feelings of tranquillity.

*“This proposal is the opposite of what the current image of Hayling Island is, and it doesn’t contain anything at all for the residents, it’s all about attracting water sport participants. Hayling is more than that and we are not just a sea front”*

### Reasons why the ambition for West Beach does not meet the needs of the local community

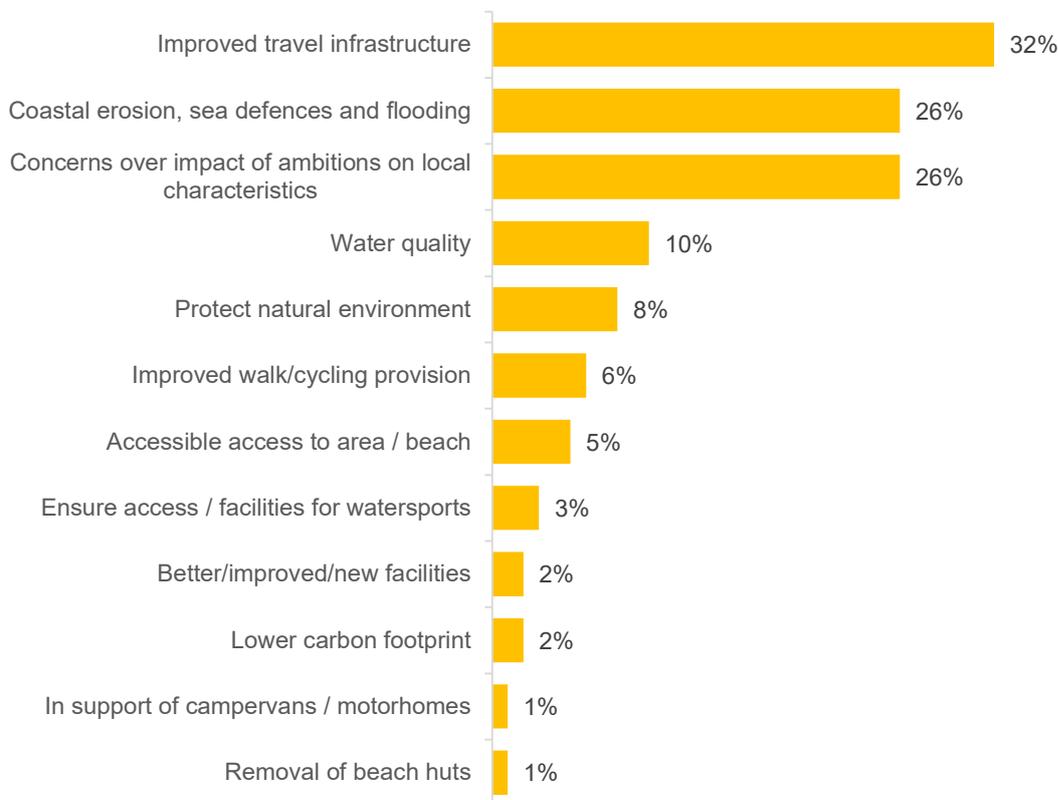


Figure 10 – Responses to Q9a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? – note that this question is only asked of respondents who responded that the ambition does not meet all or any of the needs of the community for the main question

**SAMPLE SIZE: 99**

When asked the importance of the ambition principles for West Beach, the top three statements that were deemed very important or important by the most respondents were: ‘views of/from the beach’ (85%), ‘preservation of existing character’ (83%) and ‘nature walks referencing the island’s history’ (78%). These were followed by options around accessing the location, ‘access to bus routes’ (78%), ‘extension of the Billy Trail to the beach’ (70%) and ‘provision of signage and wayfinding’ (64%).

The lowest ranking options were 'overnight stay huts' which was deemed very important or important by 23% of respondents, 'screening wall between car park and beach' (23%) and 'artwork along the beachfront walk' (27%).

## Importance of West Beach ambition principles

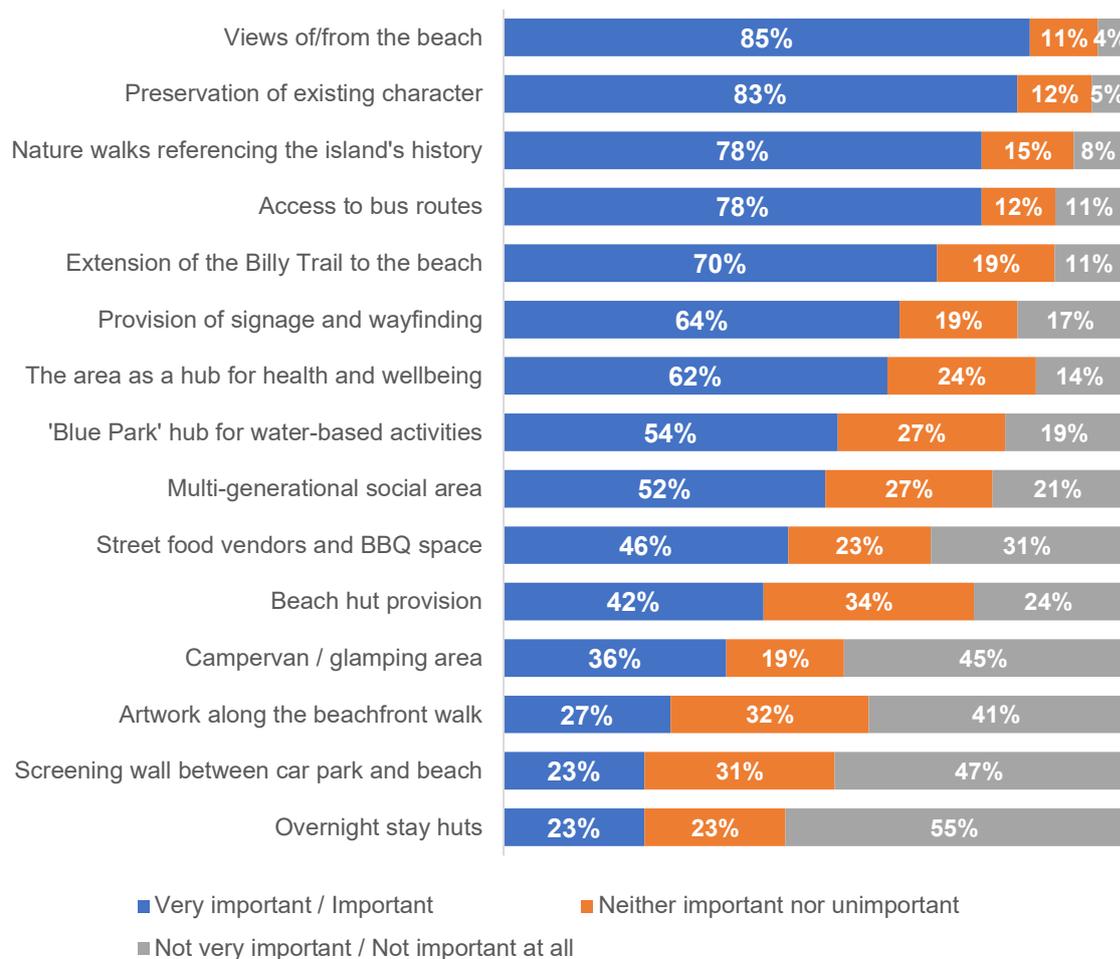


Figure 11 – Responses to Q10 – How important are each of the ambition principles for the West Beach area to you?

**SAMPLE SIZE:** Views off/from the beach (257) / Preservation of existing character (256) / Nature walks referencing the island's history (258) / Access to bus routes (258) / Extension of the Billy Trail to the beach (257) / Provision of signage and wayfinding (260) / The area as a hub for health and wellbeing (255) / 'Blue Park' hub for water-based activities (252) / Multi-generational social area (256) / Street food vendors and BBQ space (257) / Beach hut provision (255) / Campervan or glamping area (256) / Artwork along the beachfront walk (254) / Screening wall between car park and beach (256) / Overnight stay huts (257)

When asked what elements would add further value to the aspirations for West Beach, 80% felt that 'sympathy to local natural environment' was a significant principle for the ambition of this area. Similarly, around two thirds (67%) felt 'sympathy to local characteristics' would add value to these aspirations, followed by 'access to the area' and 'suitable disabled access to the area' (58% respectively.)

The lowest ranking element was 'housing opportunities' at 2%.

### Elements to add further value to aspirations for West Beach

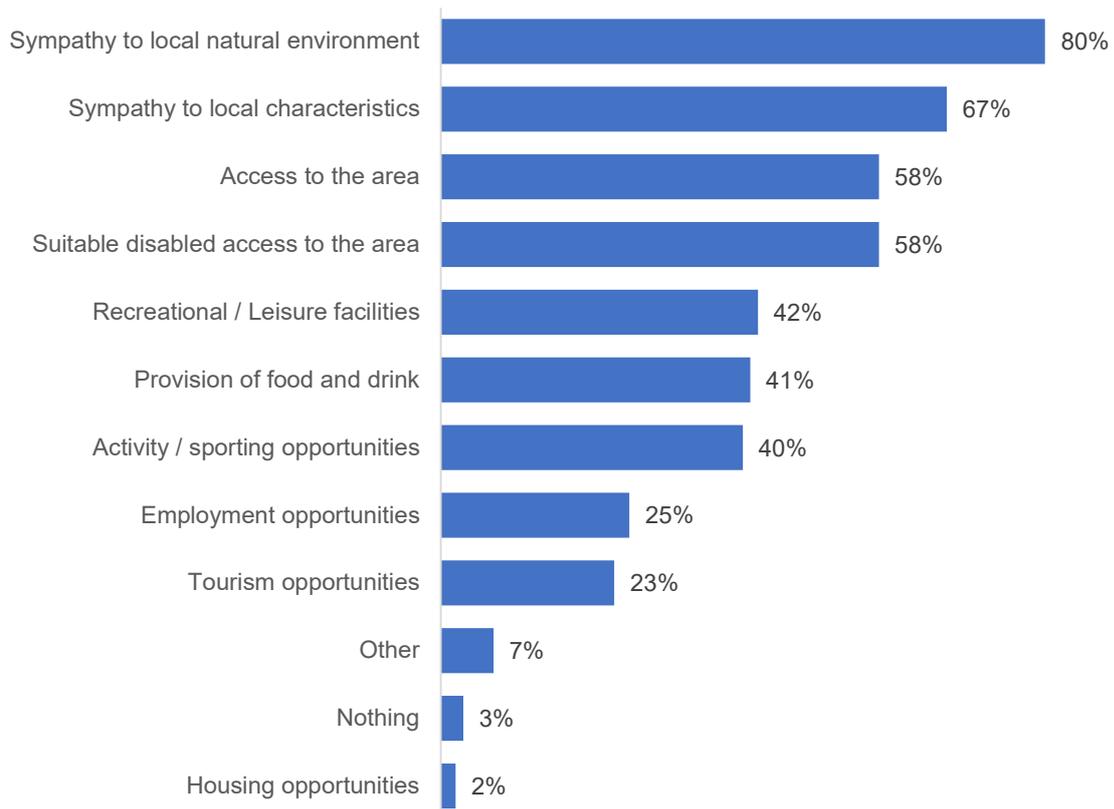


Figure 12 – Responses to Q11 – What, if anything, do you feel would add further value to the aspirations for the West Beach area?

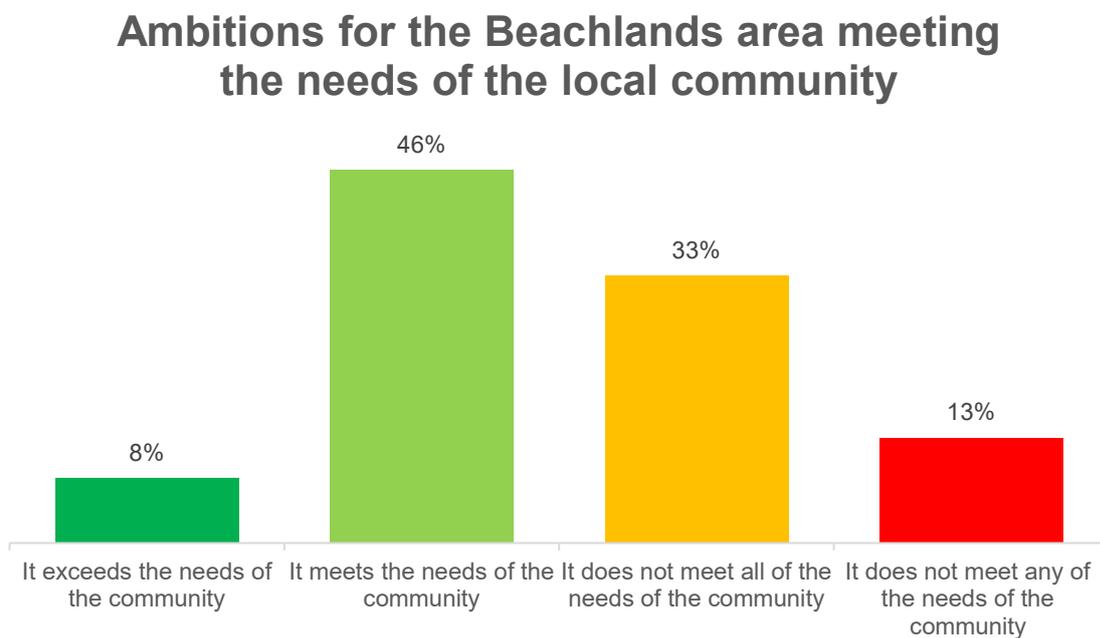
**SAMPLE SIZE: 261**

**6.3. Beachlands: A place for living and the community**

When asked whether the ambition for Beachlands meets the needs of the community, just over half (54%) felt it exceeds or meets the needs of the local community and 46% felt that it does not meet all or any of the needs.

The most common response was that the ambition met the needs of the community, with just under half of respondents (46%) stating this.

Just over one in ten of respondents felt that it did not meet any of these needs (13%).



*Figure 13 – Responses to Q12 – How well do you feel that the aspirations for Beachlands meet the needs of the local community?*

**SAMPLE SIZE: 246**

For those who indicated that they felt the ambition for the Beachlands area did not meet any or all of the needs of the community, the main reason given is the need for improved travel infrastructure (33%). This included concerns that relate to access to and from this area, with respondents citing concerns over the impact of increased visitors on the existing road and transport network. There are additional concerns over car parking provision and the desire to bring in green transport options:

*“Much is based on visitors and their experiences but more visitors means more cars and the need for parking”*

The next most common theme amongst respondents was concern over the impact of the ambitions on local characteristics (31%). These included responses citing concerns that the

draft ambition document does not state how future plans will enhance, protect or incorporate local characteristics.

*“Will ruin the natural beauty of the beach”*

The next most cited theme was water quality (11%), particularly regarding the perception that this should be incorporated as part of future regeneration plans to protect the local environment.

*“Without addressing the excessive and dangerous sewage there will be no Beachlands left”*

One in ten (10%) responses were regarding keeping the fun fair at the Beachlands location, which was felt to offer a particular draw for visitors.

*“Many visit Hayling because of its traditional/old-time funland rarely found elsewhere along south coast.”*

### Reasons why the ambition for Beachlands does not meet the needs of the local community

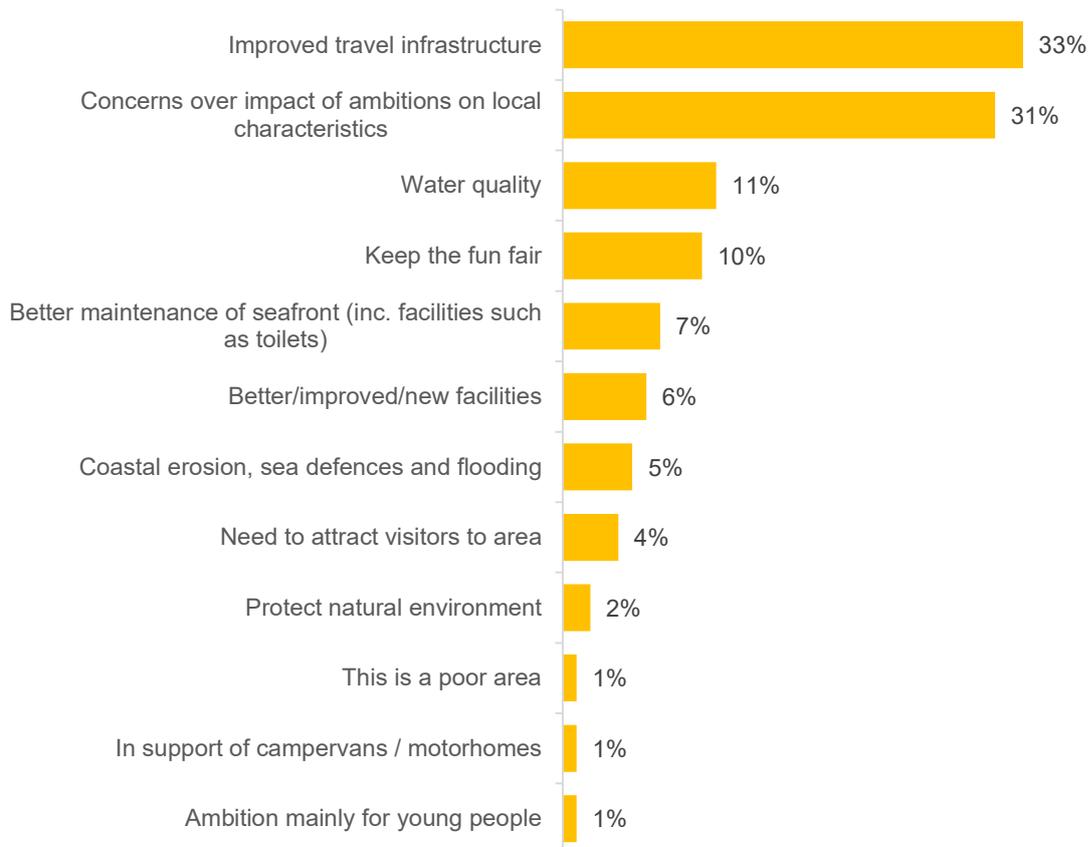


Figure 14 – Response to Q12a – Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs? - note that this question is only asked of respondents who responded that the ambition does not meet all or any of the needs of the community for the main question

**SAMPLE SIZE: 83**

When asked on the importance of the ambition principles for Beachlands the three most popular responses were ‘natural walks’ (89%), ‘pedestrian friendly environment’ (87%) and ‘beach front walk’ (84%).

The lowest ranking options were ‘high quality residential apartments’ (14%), ‘seafront beacon structures’ (31%) and ‘overnight or short-stay options overlooking the beach’ (35%).

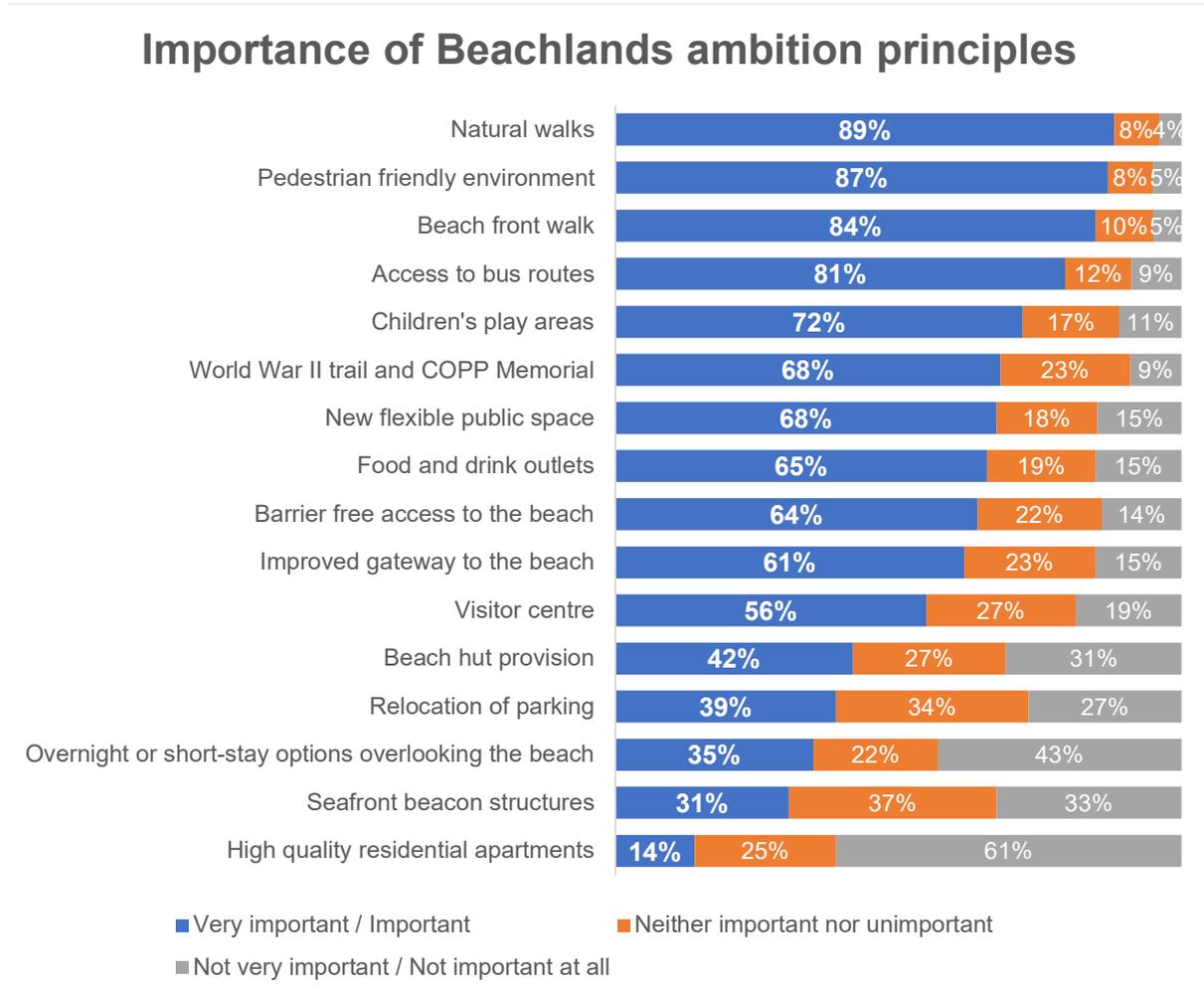


Figure 15 – Responses to Q13 – How important are each of the ambition principles for Beachlands to you?

**SAMPLE SIZE:** Natural walks (255) / Pedestrian friendly environment (254) / Beach front walk (253) / Access to bus routes (254) / Children's play areas (256) / World War 2 trail and COPP Memorial (253) / New flexible public space (252) / Food and drink outlets (250) / Barrier free access to the beach (252) / Improved gateway to the beach (253) / Visitor centre (252) / Beach hut provision (252) / Relocation of parking (248) / Overnight or short-stay options overlooking the beach (255) / Seafront beacon structures (249) / High quality residential apartments (249)

When asked what elements would add further value to the aspirations for the Beachlands area, 76% felt that ‘sympathy to local natural environment’ was a significant principle for the ambition of this area. Similarly, just under two thirds (60%) felt ‘sympathy to local characteristics’ would add value to these aspirations, followed by ‘suitable disabled access to the area’ (59%) and ‘access to the area’ (57%).

The lowest ranking element was 'housing opportunities' and 'nothing', both at 4%.

### Elements to add further value to aspirations for Beachlands area

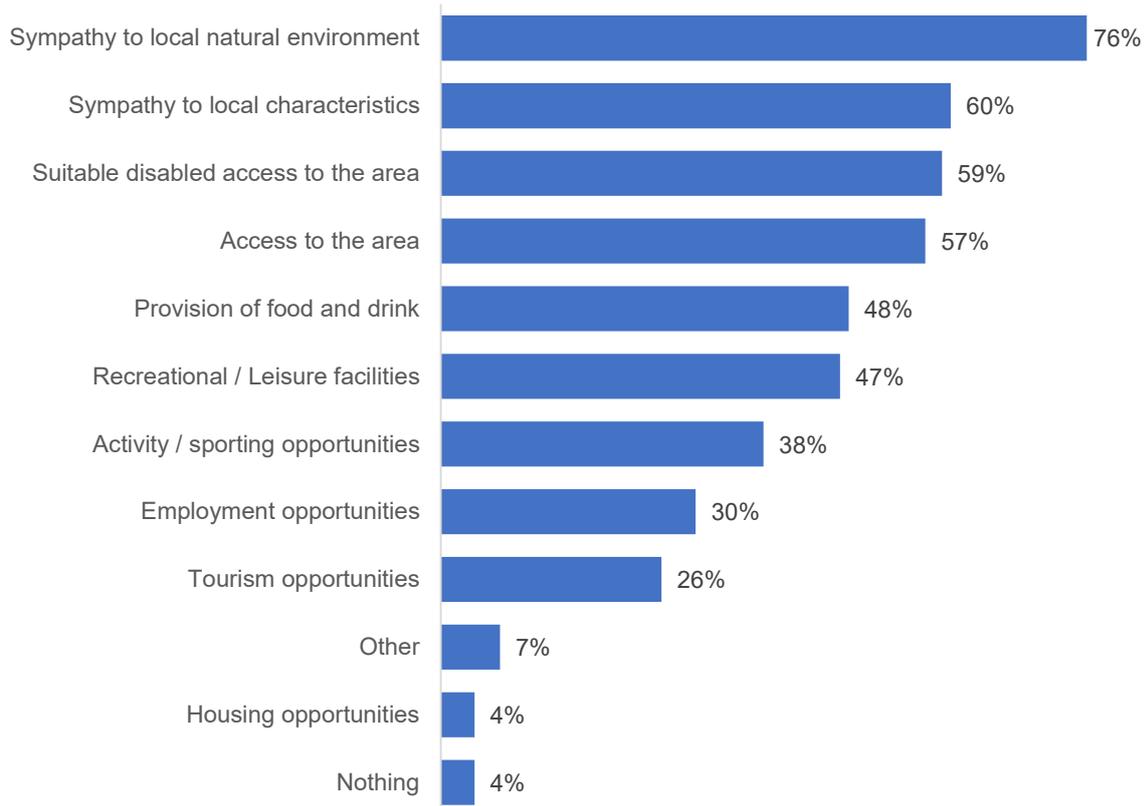


Figure 16 – Response to Q14 – What, if anything, do you feel would add further value to the aspirations for the Beachlands area?

**SAMPLE SIZE: 256**

**6.4. Eastoke: A leisure and events offer**

When asked if the ambition for the Eastoke area meets the needs of the local community, 59% of respondents felt that it exceeds or meets the needs versus 42% of those who felt it does not meet all of any of the needs of the community.

Almost half of respondents felt that the ambition meets the needs of the community (49%).

Just over one in ten felt the draft ambition does not meet any of the needs of the community (11%).

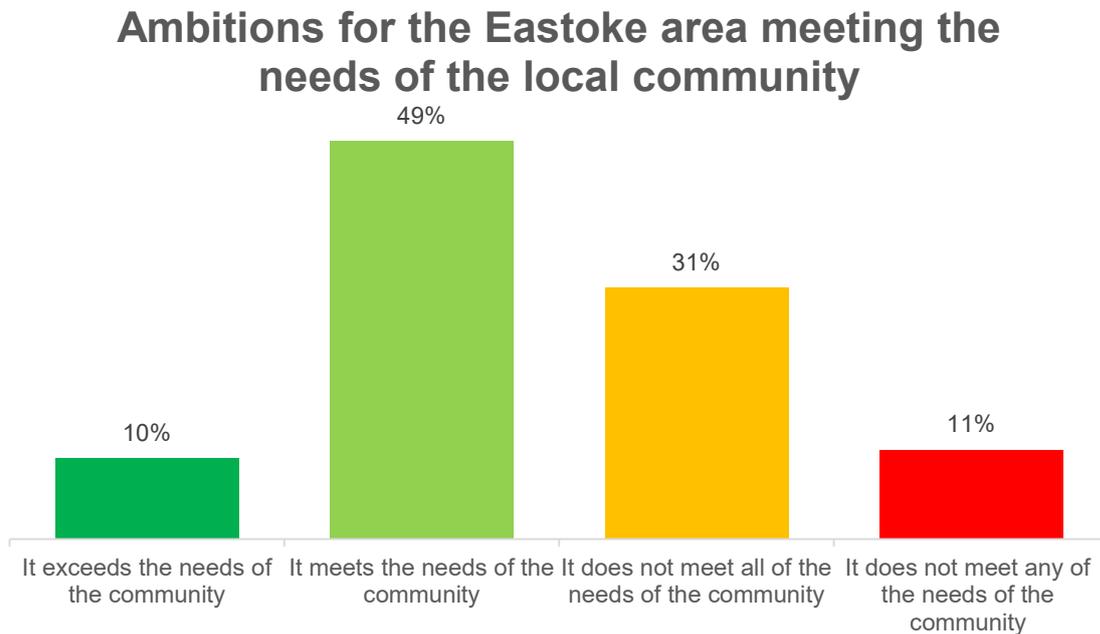


Figure 17 – Responses to Q15 – How well do you feel that the aspirations for Eastoke meets the needs of the local community?

**SAMPLE SIZE: 229**

For those who indicated that the ambition for the Eastoke area did not meet all or any of the needs of the community, the main theme cited by respondents was concern of the impact of the draft ambition on local characteristics (28%). There was a perception that increased residential development would impact on the local character of Eastoke.

The second most cited theme was regarding the view that improved travel infrastructure (15%) is needed. These responses were of the view that travel infrastructure (particularly roads) would require upgrading and investment to support a perceived uptake in usage, particularly if future regeneration plans are to encourage more residents and visitors to the island.

*“Road access has been a pain for 60 years. No more development until roads improved”*

The third most cited theme was regarding coastal erosion, sea defences and flooding (13%), particularly concerns regarding the rise of seawater and previous seawater flooding.

Respondents feel that the draft ambition document does not provide the necessary provision for the protection of the coastline, and that this is vital for the Eastoke area:

*“Before doing anything the sea defences need to be improved as it already floods regularly in this area and it’ll only deteriorate and become more frequent with climate change if this is not addressed.”*

### Reasons why the ambition for the Eastoke area does not meet the needs of the local community

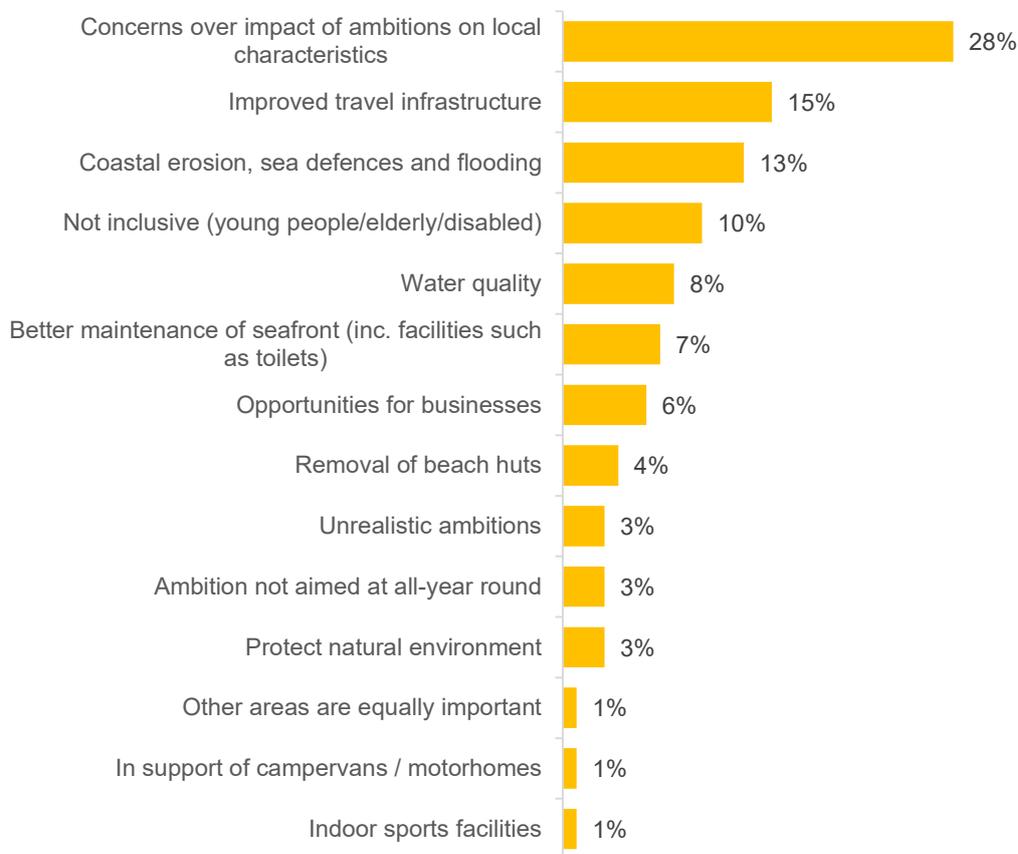


Figure 18 – Responses to Q15a – Why do you feel it does not meet any / all the needs of the community? What could be done to meet these needs? – note that this question is only asked of respondents who responded that the ambition does not meet all or any of the needs of the community for the main question

**SAMPLE SIZE: 72**

Respondents were asked the importance of the ambition principles for Eastoke, and 89% of respondents stated that a ‘pedestrian friendly environment’ was very important or important to them, followed by ‘beach front walk’ (87%) and ‘outdoor seating area’ (84%).

The lowest ranking options were ‘high quality residential apartments’ (16%), ‘overnight stay huts’ (22%) and ‘beach hut provision’ (37%).

## Importance of Eastoke ambition principles

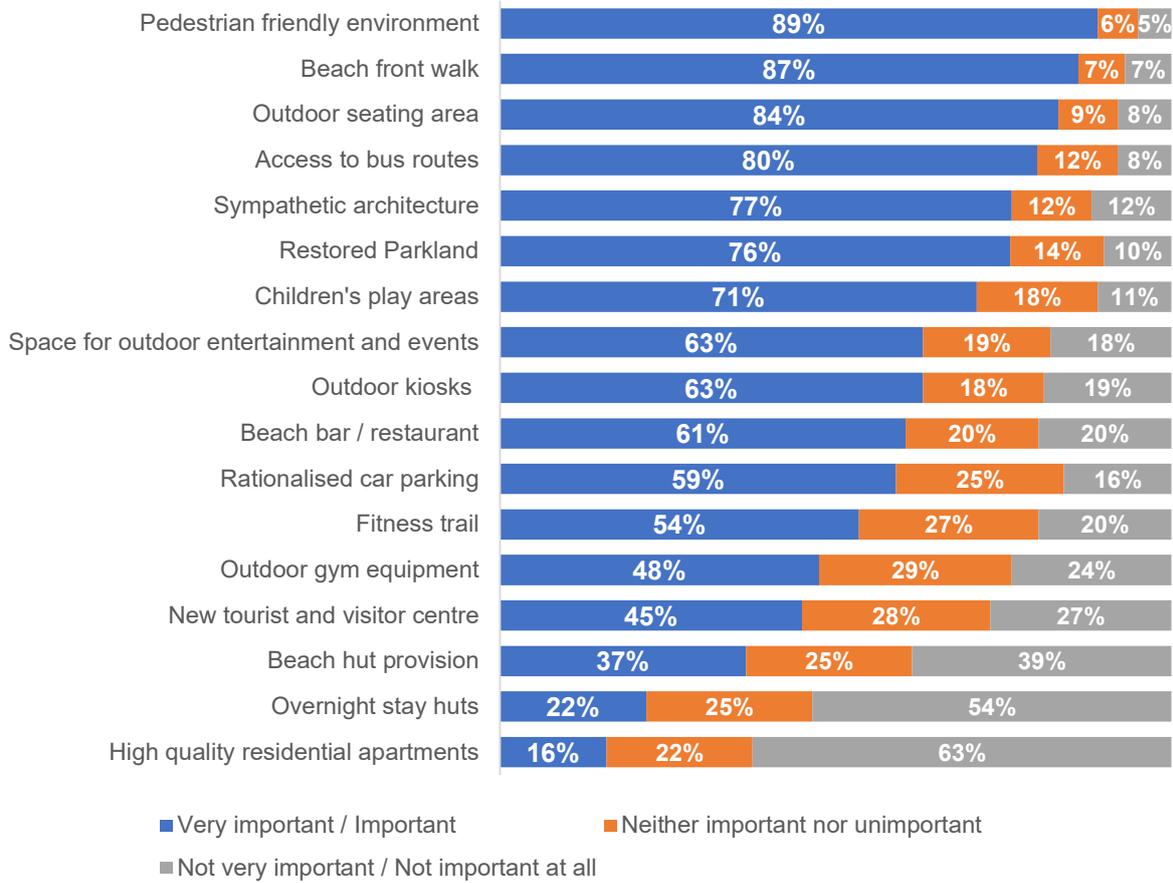


Figure 19 – Responses to Q16 – How important are each of the ambition principles for Eastoke to you?

**SAMPLE SIZE:** Pedestrian friendly environment (237) / Beach front walk (243) / Outdoor seating area (237) / Access to bus routes (239) / Sympathetic architecture (236) / Restored Parkland (235) / Children's play area (241) / Space for outdoor entertainment and events (237) / Outdoor kiosks (241) / Beach bar or restaurant (240) / Rationalised car parking (238) / Fitness trail (237) / Outdoor gym equipment (240) / New tourist and visitor centre (238) / Beach hut provision (238) / Overnight stay huts (239) / High quality residential apartments (235)

When asked what elements would add further value to the aspirations for the Eastoke area, 76% felt that 'sympathy to local natural environment' was a significant principle for the ambition of this area. Similarly, just under two thirds (59%) felt 'sympathy to local characteristics' would add value to these aspirations, followed by 'suitable disabled access to the area' (59%) and 'access to the area' (55%)

The lowest ranking element was 'housing opportunities' at 4%.

## Elements to add further value to aspirations for Eastoke area

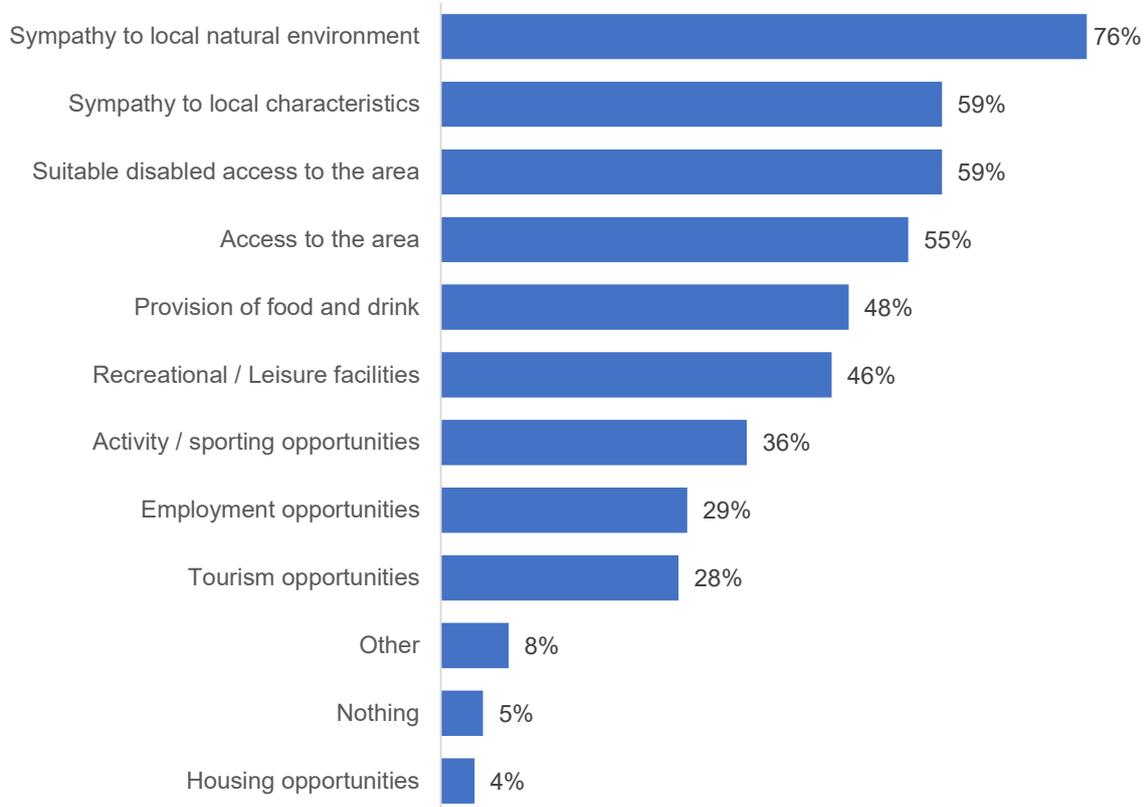


Figure 20 – Response to Q17 – What, if anything, do you feel would add further value to the aspirations for the Eastoke area?

**SAMPLE SIZE: 240**

## 6.5. Importance of areas

Respondents were asked which area was felt to be the most important and why. While the West Beach area was viewed to be the most important to respondents (41%), it is interesting to note that almost a third (30%) did not have a preference for any of the three areas in the draft ambition document.

Beachlands (16%) and Eastoke (14%) were viewed as important by a smaller proportion of respondents.

### Most important areas to respondents

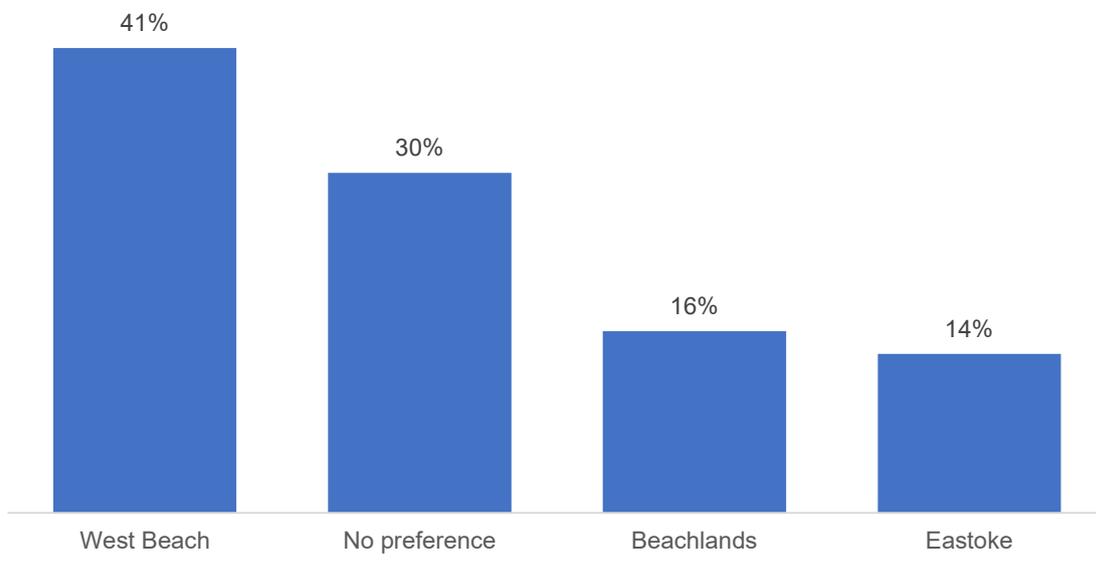


Figure 21 – Responses to Q18 – Of the three areas outlined in the draft ambition document (West Beach, Beachlands and Eastoke), which is the most important to you and why?

**SAMPLE SIZE: 260**

#### West Beach

For those who cited that West Beach was the most important area to them, around a quarter (26%) cited the ‘natural environment of the area’ as the main reason of why it was important. Comments here included how the Site of Special Scientific Interest (SSSI) and area of outstanding beauty were a big draw to this area, with many enjoying the nature and animals present in this location. This led to many stating they enjoy the peaceful and quiet atmosphere this brings to the West Beach area.

*“This is an important area for wildlife. This should be valued as such so that people have an opportunity to enjoy a ‘natural’ area of beach, in contrast to other more ‘commercial’ areas such as Beachlands. It is lovely to have quiet enjoyment on the beach while watching flock [sic] of linnets feeding on the vegetated shingle and hearing and seeing Sandwich terns fishing along the shoreline.”*

The second most cited theme in response to this question was the respondent ‘visited the area most often’ (22%). Those who visit the area most often use this for a variety of

purposes, with the most popular being to go walking or swimming at this location. These responses emphasise how the West Beach area is highly valued as a regularly visited location for many respondents and reinforced the importance of the area to the local community.

*“It is the area I use most and have done for all my life”*

The third most cited theme was that the area is ‘good for water sports’ (22%), as the West Beach area is where many conduct their sporting or leisure activities on Hayling seafront. Many commented how this is the best area for windsurfing and has a good reputation for providing this.

*“One of Europe’s premiere windsurfing beaches with an international draw.”*

### Reasons why West Beach is important to respondents

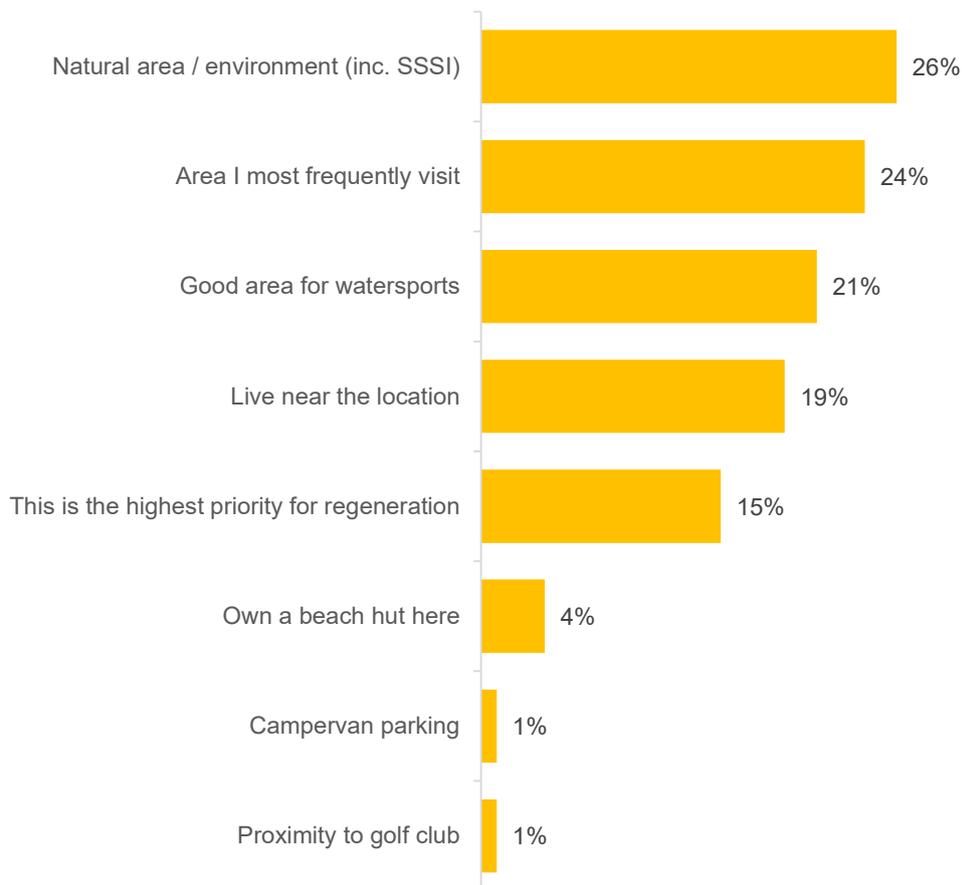


Figure 22 – Responses to Q18a – Why is the West Beach area the most important to you? – note this question was only asked of respondents who indicated that this area was important to them in response to Q18

**SAMPLE SIZE: 102**

**No preference**

Respondents who indicated that they have no clear preference amongst the areas along the seafront stated this as they felt that ‘all three areas are important and/or are in need of improvement’ (63%).

These comments highlighted that the three areas in question – West Beach, Beachlands and Eastoke – are all of equal importance and all bring their unique characteristics to create the Hayling Island seafront location. Many of these views indicated that improvements were welcomed but that they would need to be co-ordinated and not leave any of these areas behind. These views are summarised in the following comments:

*“I class all areas as on seafront and are equally as important as each other”*

*“It is important that the whole seafront is developed together. That would make for a much stronger and more effective plan.”*

*“All equally important - and it is about connecting them together through a consistent public realm palette”*

**Reasons why respondents had no clear preference for areas along the seafront**

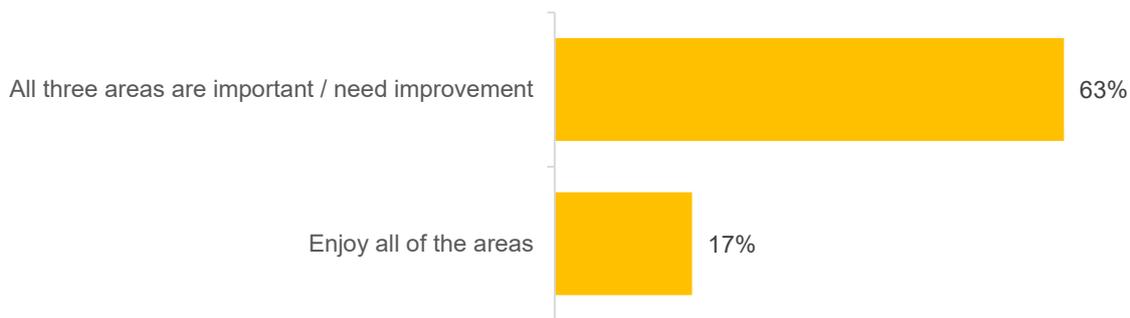


Figure 23 – Responses to Q18d – Why do you have no clear preference for any of these areas on the seafront? – note this question was only asked of respondents who did not indicate an important area to them in response to Q18

**SAMPLE SIZE: 60**

**Beachlands**

For those who felt the Beachlands area was the most important, a third (33%) stated that this was due to the area being ‘the main tourist area or main area on the seafront’. Comments highlighted how the Beachlands area is viewed as a central or even the foremost section of the Hayling Island seafront, and many referenced how one of the main routes to the seafront links to this area.

*“This is and always will be the centre piece for visitors it is here they get their first impressions of Hayling which will stay with them.”*

The second most cited theme was 'living near the location' (31%) and this area is deemed important to those residing in the vicinity. Some comments raised concerns regarding the ambition and the impact this would have on the local characteristics.

The third most common theme was that this is the area with the highest priority for regeneration (21%), which indicates that there is a certain appetite for the Beachlands area to benefit from regeneration. Some respondents refer to the area's potential to be a tourist draw, and that at present it is not up to the perceived desired standard. The ambition provides for some an opportunity to update this area:

*"Looks tatty and tacky at the moment. Old fashioned. Priority for updating"*

### Reasons why Beachlands is important to respondents

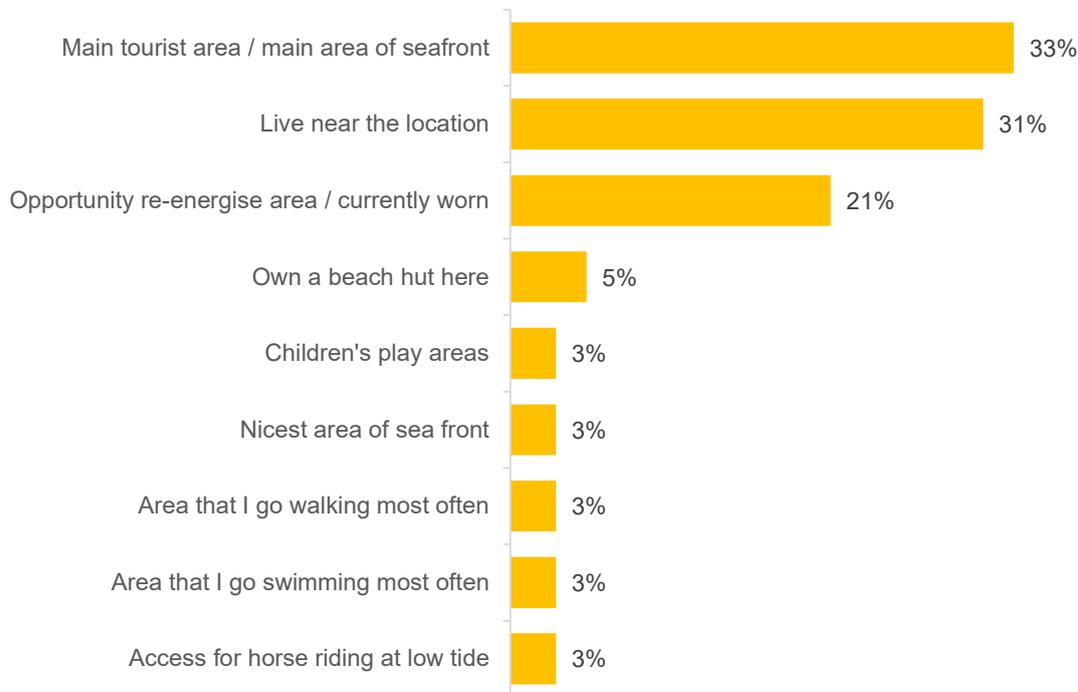


Figure 24 – Responses to Q18b – Why is the Beachlands area the most important to you? - note this question was only asked of respondents who indicated that this area was important to them in response to Q18

**SAMPLE SIZE: 39**

#### Eastoke

For those who felt that Eastoke is the most important area, the main reason for this was respondents 'live near the location,' which was given by 42%. There were some concerns raised that the draft ambition could impact on the local characteristics of the area and were keen to ensure any future plans would complement and be sympathetic to this.

A third of respondents (33%) indicated that they felt Eastoke was the area that should be prioritised for regeneration, with many views referring to a prior lack of interest or investment in this area.

*“It could do with some updating...to convert Eastoke to an area to meet and enjoy a friendly chat, good food and a drink would be wonderful.”*

### Reasons why Eastoke is important to respondents



Figure 25 – Responses to Q18c – Why is the Eastoke area the most important to you? - note this question was only asked of respondents who indicated that this area was important to them in response to Q18

**SAMPLE SIZE: 33**

**6.6. Awareness of the Ambition for Hayling Island**

Respondents were asked how they had heard about the draft ambition, and the most commonly cited channel was Havant Borough Council website (36%), followed by local press coverage (23%) and the Havant Borough Council Facebook page (17%).

**How respondents heard about the Ambition**

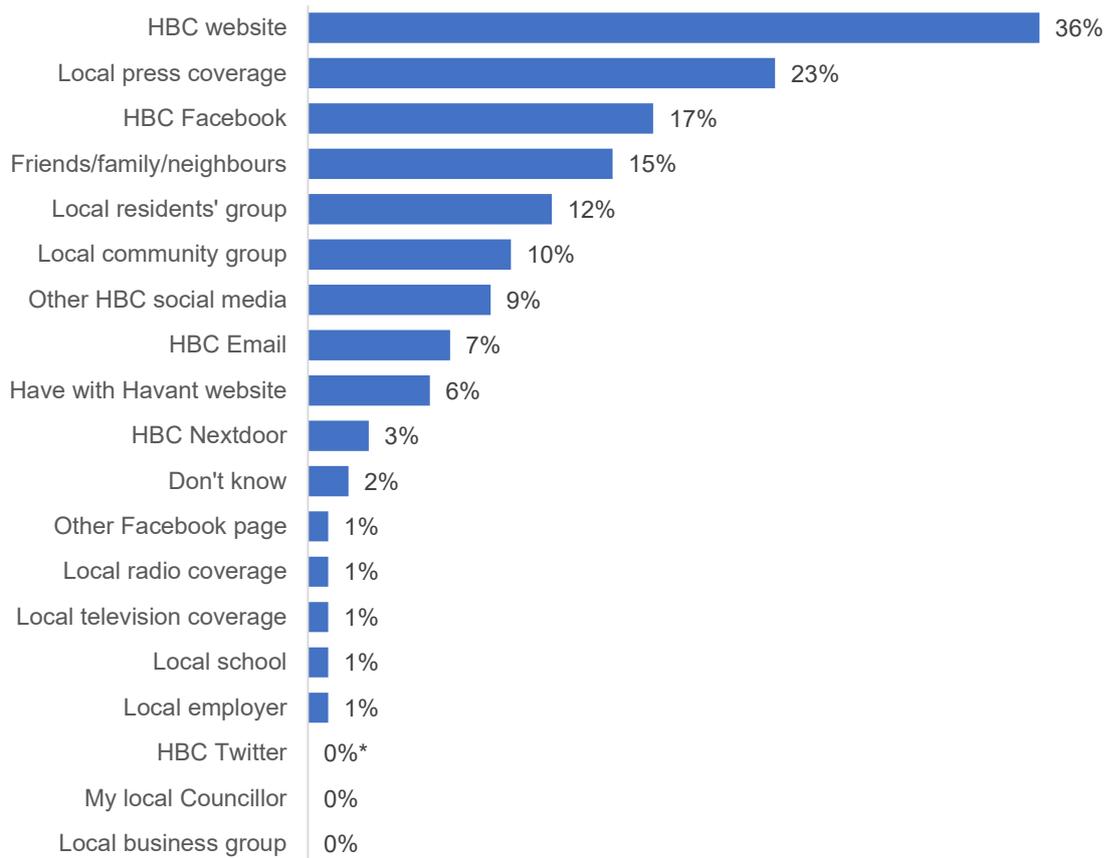


Figure 26 – Responses to Q19 – How did you hear about the Ambition for Hayling Island Seafront?

**SAMPLE SIZE: 258**

\*Please note response are greater than 0 but less than 1%

## 7. Drop-in event feedback

In addition to feedback through the online survey, two face-to-face drop-in events were held. In total 280 people attended the two events and further demographic information can be found in Appendix K.

All 508 comments were read and categorised by specific themes as follows:

- Ideas, opportunity areas, things of importance to see/keep 21.3%
- Coastal defences 11.3%
- Housing and Local Plan 10.1%
- Transport and traffic 9.8%
- Funfair (Funlands) 6.3%
- Natural environment, wildlife and habitats / SSSI 4.6%
- Beach huts 4.4%
- Sewage, water quality and Blue Flag status 4%
- Cycling 3.6%
- Concerns and issues 3.2%
- Cleanliness and quality of existing facilities 2.6%
- Disabled access and facilities 2.6%
- Light Railway 2.5%
- Hayling Billy Line 2.5%
- Water sports 2.2%
- Overnight stays and campervans 2.2%
- Parking 2%
- Ferry 1.9%
- Funding and delivery of draft Ambition 1.2%
- Obstruction of views 0.5%
- Walking 0.3%
- Pedestrianisation 0.3%
- Other 0.3%

Similarly, to other engagement methods (such as the online survey), some of the key themes reflect the four main themes: transport infrastructure, coastal defences and flooding, housing, and water quality/sewage. These were all particularly mentioned as concerns by attendees and the view that these would need to be addressed/enhanced/protected as part of the regeneration programme.

At the events, some attendees raised queries regarding the regeneration programme and Council plans/decision making. Examples of this were:

- How will the regeneration programme be funded?
- What does the delivery programme look like?
- Has there been a decision or commitment on the number of residential homes to be built?
- What are the proposed timescales for the programme?
- Is the regeneration funding and timescales dependent on certain decisions e.g. does the programme rely on a certain number of residential homes to be built?

It is vital that the communications supporting the regeneration programme going forward provide messaging and information to stakeholders regarding proposed plans. There were a

number of ideas submitted throughout the events that were felt to enhance the areas. These included:

- Swimming pool or lido
- Showers in the beach area
- Marina
- Hotel
- Club house for water sports
- Rowing centre
- Improved leisure facilities
- Beach Club
- Heritage Centre
- Electric vehicle charging points
- Sit and chat benches
- Green activities and recycling
- Opportunity to learn about marine life and the environment.

Attendees were asked to take part in a word board activity where they could write on post its to describe Hayling Island seafront, what they like/dislike or what is important to them. The below word cloud includes all 65 post-its recorded. The larger the word is displayed, the more mentions it had.



Figure 27 - Wordle graphic for words received as part of the word board activity at the drop-in events  
**SAMPLE SIZE: 65**

## **8. Online mapping tool responses**

In addition to feedback through the online survey and engagement events, comments were received through the online mapping tool promoted on Havant Borough Council's website. In total, 74 responses were received.

All comments were read and categorised by area (Beachlands, Eastoke, West Beach or Hayling Island Seafront), and then logged under specific categories (such as suggestions, comments, or issues raised etc.)

### **8.1. Hayling Island Seafront**

In total, 62% (46 responses) of all the responses to the online mapping tool received were regarding Hayling Island seafront generally.

Nearly two-thirds (65%) of comments received regarding Hayling Island Seafront mentioned concern regarding the current travel infrastructure, particularly issues with traffic on and off the island and current parking provision and charges. Those who raised this concern felt that any future regeneration should consider enhanced road infrastructure and provision, particularly to support a perceived increase in residents and visitors to the island.

This was followed by just under half (48%) raising concerns regarding rises in sea water, resulting in sea water flooding. Those who raised this concern felt that any future regeneration should consider how to prevent sea water flooding, particularly through enhancement of sea defences. Some who raised concerns in this theme were regarding water quality and sewage and felt that this was an area that needs to be addressed for the local area.

Just under one-third (30%) of responses received were related to local infrastructure, particularly such as schools and health services. It was felt that if the regeneration plans are to accommodate for more residents, then local infrastructure needs to be considered as part of the plans to support a perceived increase in the number of people living on the island.

Just under one-quarter (24%) of responses received raised concerns regarding the regeneration plans and the need to incorporate, or be sympathetic to, the local and unique characteristics of the area. This includes protection of views of the sea, protection of wildlife and the environment, consider or reduce noise and light pollution, to keep current height of buildings, and to protect (or enhance) local living and community life.

The other themes raised were:

- Provision or support of local activities (such as horse-riding and water sports) at 17% (8 responses)
- Provision or support for public transport or active travel (particularly to alleviate road traffic) at 15% (7 responses)
- Provision or maintenance of local facilities (such as shops, restaurants, and public toilets) at 13% (6 responses)
- Provision of disabled access (particularly on the seafront and to the beach) at 4% (2 responses)

## Hayling Island Seafront

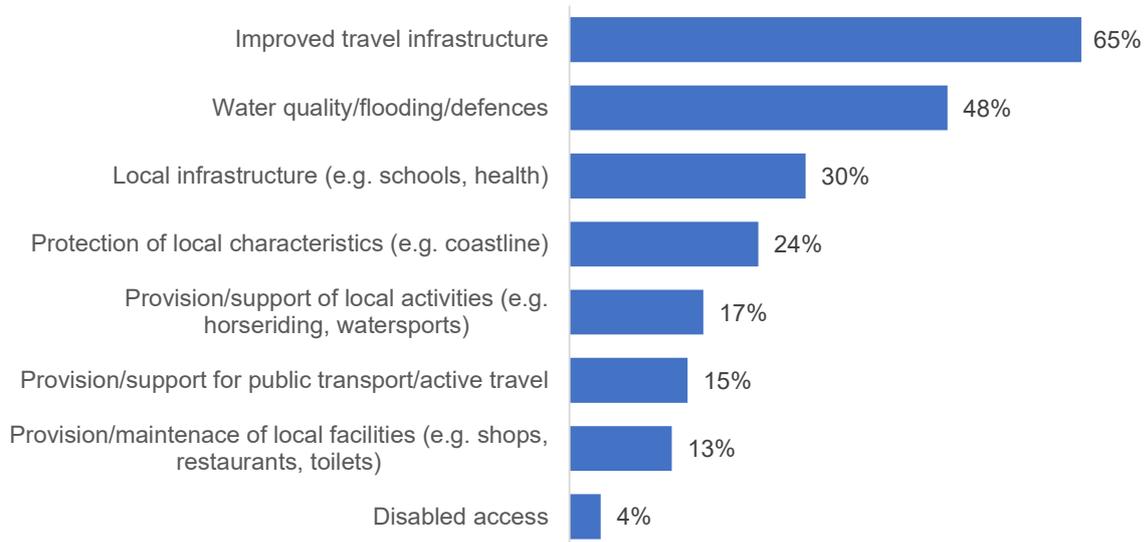


Figure 28. Comments and issues raised in responses to the online mapping tool received by HBC.

**SAMPLE SIZE: 46 responses to the online mapping tool October - November 2021**

### 8.2. Eastoke, Beachlands and West Beach

In total, 38% (26 responses) of the responses to the online mapping tool were regarding the three specific areas, Eastoke, Beachlands and West Beach.

The top-ranking themes for each area were as follows.

#### Eastoke

- Provision or maintenance of local facilities at 50% (4 responses). This was particularly regarding suggestions made on improvements to local facilities or new ideas to enhance user and visitor experience.

#### Beachlands

- Provision or maintenance of local facilities at 42% (5 responses). Most responses were regarding the fun fair as an asset to the local area.
- Travel infrastructure and parking provision at 42% (5 responses). Comments included concerns regarding road congestion and traffic, and that road infrastructure on the island should be addressed as part of the regeneration.
- Sea flooding and water quality at 42% (5 responses). Comments included concern regarding sea flooding and enhancement to sea defences required and water quality needing to be addressed.

#### West Beach

- Sea flooding and water quality at 38% (3 responses). Comments included concern regarding sea flooding and enhancement to sea defences required and water quality needing to be addressed.

Eastoke, Beachlands and West Beach

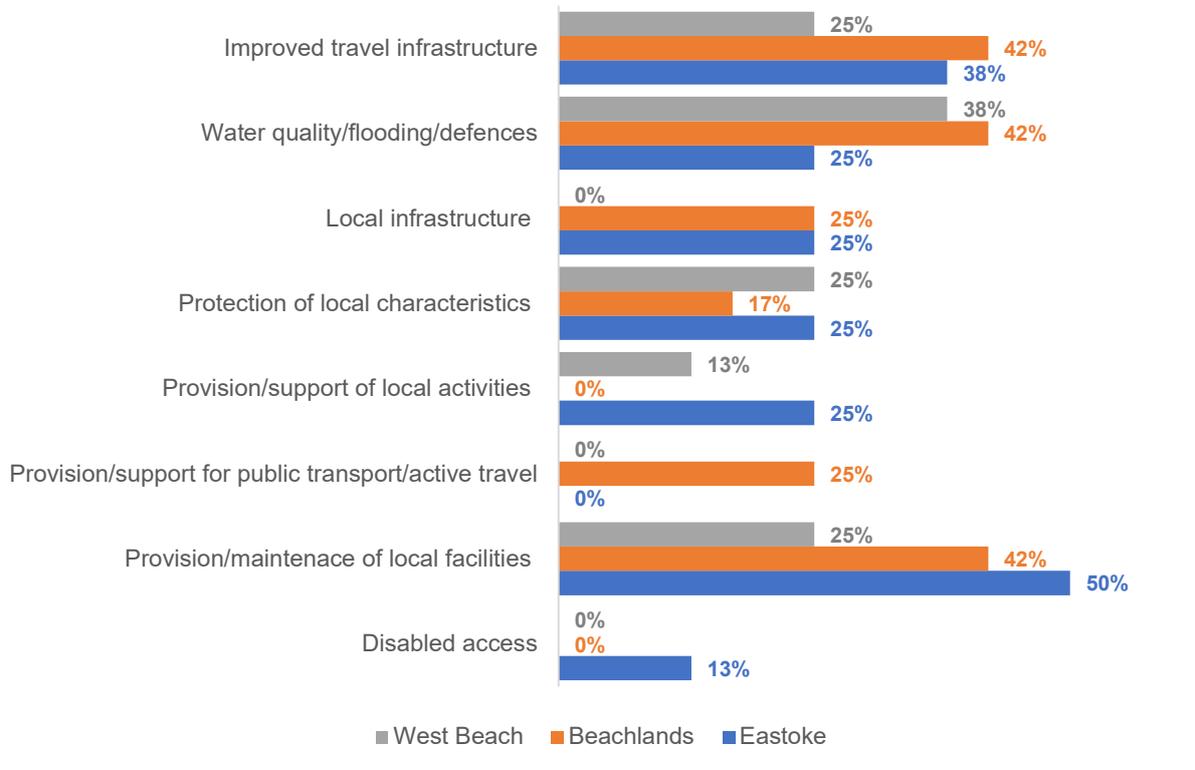


Figure 29. Comments and issues raised in responses to the online mapping tool received by HBC.

**SAMPLE SIZE: West Beach (8 responses), Beachlands (12 responses), Eastoke (8 responses) to the online mapping tool October - November 2021**

## 9. Email and letter responses

In addition to feedback through the online survey and engagement events, residents and interested parties responded via emails and letters to Havant Borough Council. In total, 58 emails were logged and 5 letters received between 11/9/2021 and 28/11/2021.

All emails and letters were read and categorised in to whether they felt the draft ambition met the needs of the local community or not, and then logged under specific categories (such as concerns, or issues raised etc.)

Overall, 59% feel the draft ambition for Hayling Island seafront does not meet some or all of the needs of the community, and 38% feel that the draft ambition meets or exceeds the needs of the community.

### Broad sentiment on email and letter responses

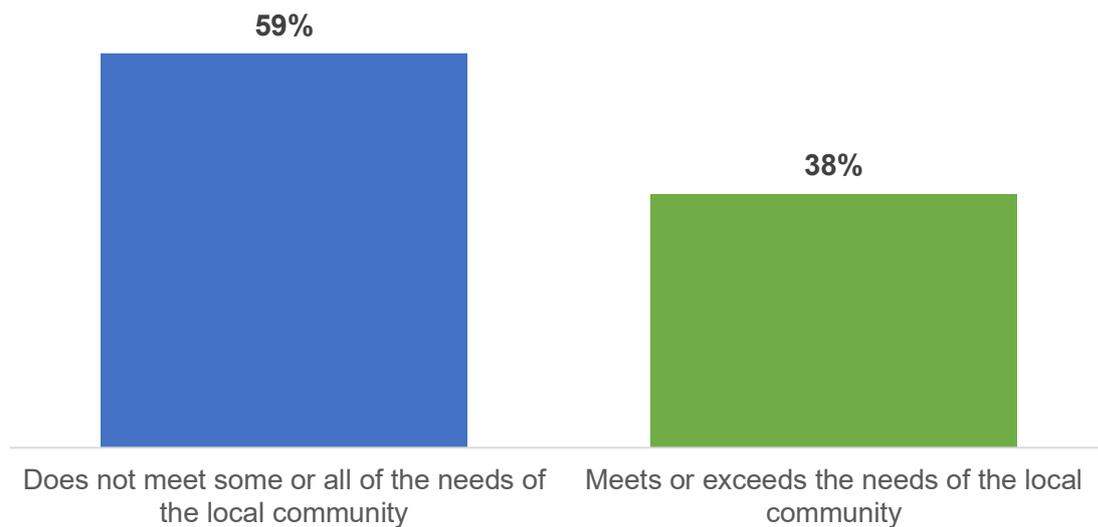


Figure 30 – Breakdown of broad sentiment of email and letter responses

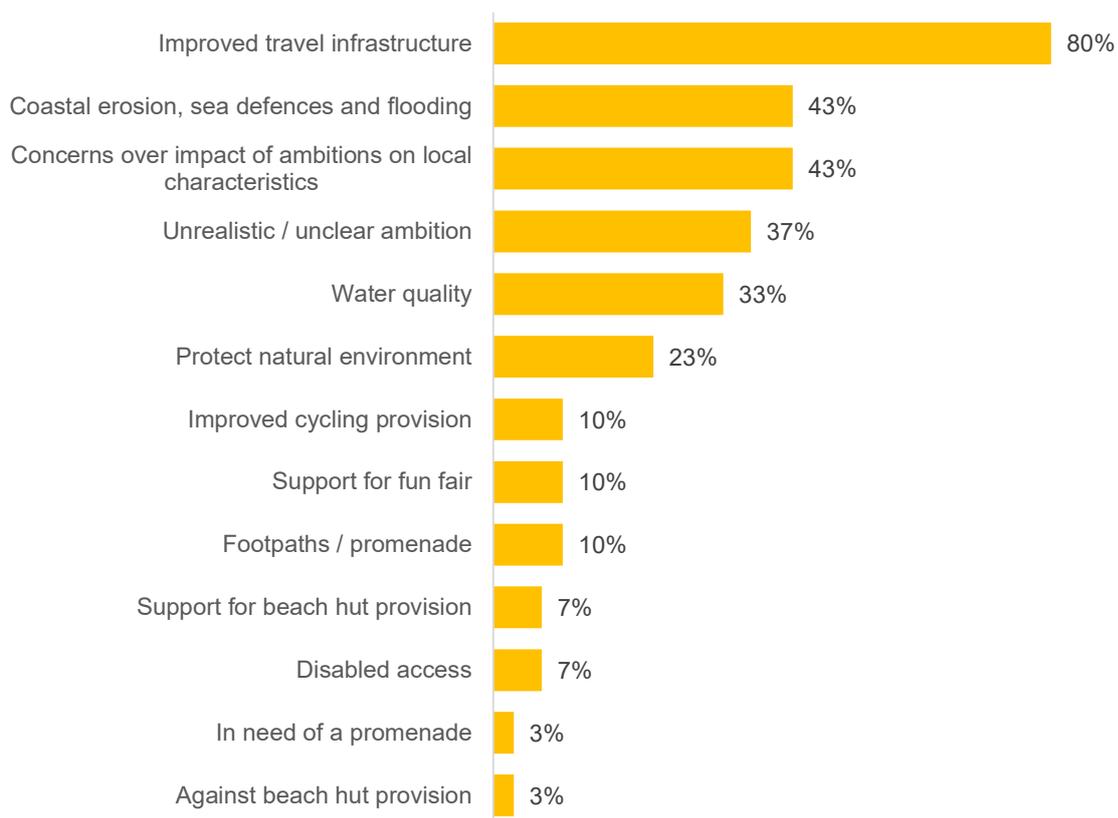
**SAMPLE SIZE: 61**

**9.1. Reasons why the draft ambition does not meet the needs of the community**

Of those who felt that the draft ambition does not meet the needs of the community, four-fifths (80%) raised concerns regarding travel infrastructure on the island. It was felt that the current road infrastructure and issues with traffic were a key concern with some commenting that the existing network would not be able to support additional residents and visitors, with related issues such as car parking provision, public transport connectivity and the opportunity for greener alternative transport options or active travel also being mentioned within these views.

This was followed by concerns about coastal erosion, sea defences and flooding (43%), concerns regarding the impact of ambitions on local characteristics (43%) and feelings that the draft ambition document were unrealistic or unclear (37%).

**Themes raised in email and letter responses that felt the ambition does not meet some or any of local needs**



*Figure 31 – Breakdown of themes raised in email and letter responses that feel that the ambition does not meet all or any of the needs of the local community*

**SAMPLE SIZE: 37**

**9.2. Reasons why the draft ambition meets or exceeds the needs of the community**

Of those who felt that the draft ambition does meet the needs of the community, although the responses were of a positive viewpoint particularly in recognition and broad support of the draft ambition, 71% cited that solutions need to be found for traffic and road issues on Hayling Island.

Some of these responses provided suggestions for alternative transport options including a Park and Ride system, utilising the Hayling Billy Trail (with the potential for electric and/or automated vehicles as seen in the Havant Regeneration Strategy) and an enhanced cycle network. Others highlight the importance of public transport and opportunities for scooter, bike or electric bike rental services.

This was followed by comments of support for the draft ambition document (57%), comments that the ambition should make regeneration unique to Hayling Island (33%) and coastal erosion, sea defences and flooding (25%).

**Themes raised in emails or letter that felt ambition meets or exceeds local needs**

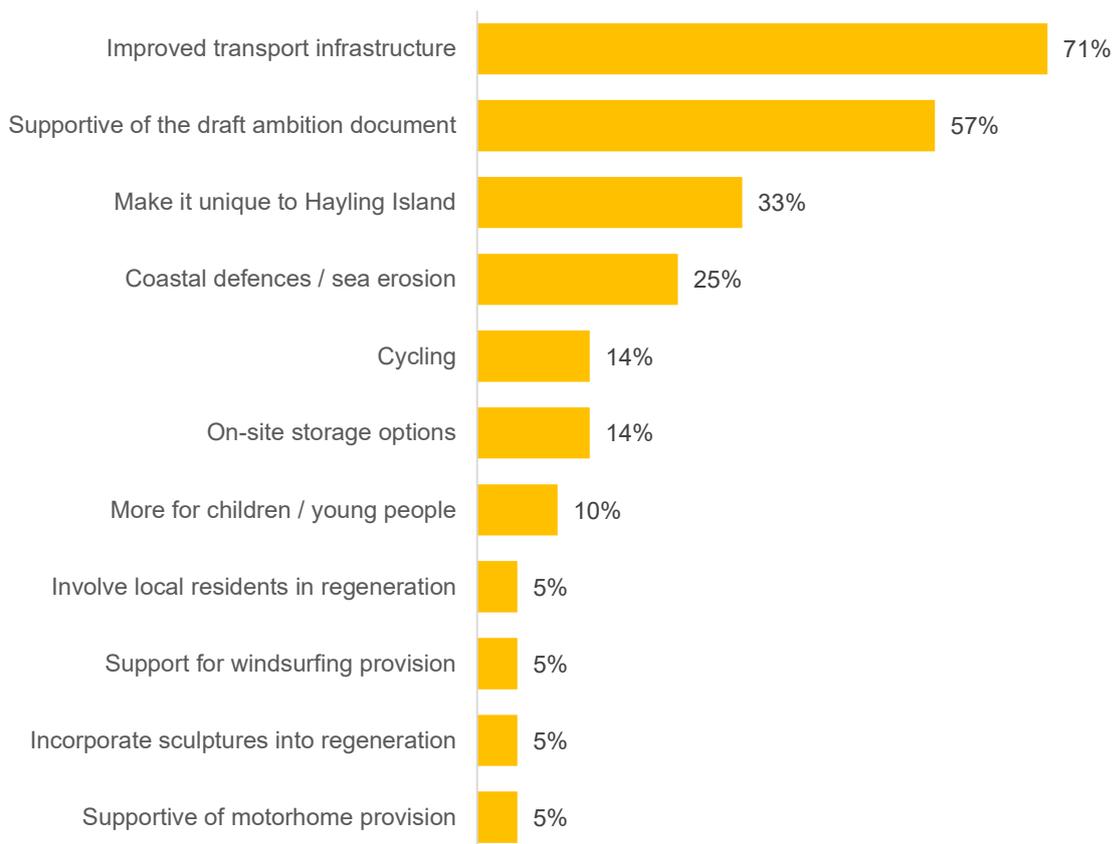


Figure 32 – Breakdown of themes raised in email and letter responses that feel that the ambition meets or exceeds the needs of the local community

**SAMPLE SIZE: 24**

### 9.3. Organisations and stakeholders

The email and letter responses received by Havant Borough Council were mostly sent by individual stakeholders (87%), as opposed to representative from stakeholders (13%).

<b>Organisation</b>	<b>No. of responses</b>	<b>% of respondents (out of 61 total responses)</b>
Hayling Island Railway Trust	2	3%
Cycle Hayling	1	2%
Langstone Harbour	1	2%
Solent Outdoor Swimmers	1	2%
Hayling Happy Hutterers	1	2%
Coastal Rowing Academy	1	2%
No organisation	54	87%

*Figure 33 – Breakdown of responses received from organisations and stakeholders*

**SAMPLE SIZE: 61**

## **10. Business and organisational stakeholder engagement**

Businesses and strategic stakeholders were invited to participate in the engagement programme through the Communications methods detailed in section 3.

### **10.1 Business engagement**

Two emails were sent by the Economic Development Team to 250 business that trade on or are registered to Hayling Island, inviting businesses to participate in our survey and mapping tool and attend our events.

### **10.2 Organisational and strategic stakeholder engagement**

Havant Borough Council conducted a stakeholder mapping workshop and identified a number of key external strategic stakeholders, these will be critical to delivering the ambition. All stakeholders identified have been engaged with, and the Council will continue to engage throughout the programme.

Three emails were sent to 32 stakeholder groups inviting them to participate in the online survey and mapping tool, attend drop-in events and to share the event poster.

Stakeholders that were engaged include: Natural England, Hampshire County Council, Coastal Partners, Hayling Island Golf Club, and Inn on the Beach. Comments were supportive of a proactive approach and stakeholders were supportive of collaborative working. Nature and the SSSI need to be more prominent within the Ambition. Links to other Strategic work such as the Coastal Management Plan for Hayling Island and the Local Cycling and Walking Infrastructure Plan (LCWIP) for Havant Borough need to be incorporated. The same issues relating to coastal defence and transport on and off the island were raised. Stakeholders engaged were keen to remain involved and agreed to future work together.

## 11. Young people engagement

The pupils were invited to take part in various exercises including idea generation, completing a short survey or submitting their ideas on a map. Some pupils then discussed their comments and ideas. A total of 165 comments were received across both schools. Further information is detailed below.

### Map

There was a total of 83 comments submitted on the map, these have been categorised, listed below by geographical area and in order of number of mentions.

#### Overall comments and priorities

- Environment- litter picks, community garden and compost, recycling centre, a space to learn about endangered animals and bird watching.
- Favourite things / what do you love? - the skate park, sand, Hayling being a hidden gem and environmentally friendly. Active travel, parks. Such as a pedestrian friendly street, walking along the seafront, dog walking and to make better use of the parks.
- An improved food and drink offer- specifically more cultural food options.
- An improved water sports offer - water sports lessons and equipment hire, pedalos, platform to jump into the sea from, a slide going into the sea and outside water flip out on the sea.
- Natural environment- litter picks, compost and community garden, using solar and hydro power, digital water quality information boards, bird watching and information centre and information on endangered animals
- Leisure and activities - live art shows, table tennis, pool tables, basketballs, skatepark and fitness centre, cinema, volleyball court, a pier, leisure centre, zipline, rock climbing, aquarium, sand pit area and better use of beach huts for painting and art competitions.
- Demographics – pupils felt that there was an older demographic on the island

#### West Beach

- Activities / Attractions, Natural environment habitats and wildlife – such as mini golf, a pier, bird watching
- Water sports and social activities – outdoor cinema, BBQ area, pedalos
- Beach huts – more beach huts at West Beach close to the Golf Club.

#### Beachlands

- Activities and attractions – indoor leisure centre with rock climbing, zipline and climbing frames, water park, aquarium, swimming pool, shopping centre, play park
- Food & Drink offer – better food options, current provisions are not enough
- Opportunities to change or improve – less golf clubs, more nature focus and opportunity to improve volleyball court to be safer.

#### Eastoke

- Attractions / areas of interest / community, shopping and commercial offer and parks, entertainment and exercise – a place to display local art, late night entertainment,

outdoor cinema, better youth club, indoor skatepark, basketball court, improvements to existing workout area, railway gift shop, garden centre, an eco-friendly supermarket

- Food and beverage offer- smoothie shop, frozen yoghurt and more restaurants,
- Water sports – pedalos and slides into the sea
- Overnight stays, environment and beach – camp and caravan site, use of solar panels and more sand on beaches.
- Leisure and activities – live art shows, table tennis, pool tables, basketballs, skatepark and fitness centre, cinema, volleyball court, a pier, leisure centre, zipline, rock climbing, aquarium,
- Commercial offer- Eco-friendly supermarket, railway gift shop, garden centre and shopping centre.
- Parks - making better use of parks on the island.

### **Additional locations**

The pupils felt that there was an opportunity to consider additional locations between the three areas highlighted in the draft Ambition. This was most strongly felt by a number of pupils at the section between Beachlands and Eastoke. It was suggested that this stretch is a long part of the seafront to walk with little incentive or offering. Some suggestions for this area were a space for water sports lessons or hire, a sweet shop, a barbeque area, a good location for pool and table tennis or an opportunity to locate information of preserving sea life, an artificial reef and a no swimming zone.

Pupils also felt between West Beach and Beachlands could provide further leisure opportunities, presumably because this is close to the existing skate park. This included an indoor cinema, more food vans, restaurants and cafes, beach football using the existing volleyball court, and a ball store available.

### **Survey response**

In addition to the above, 5 pupils completed a survey. It should be noted that the surveys have not all be completed in their entirety. Therefore, the following provides key findings from these surveys.

Frequency of visit to the seafront was very or relatively often for all. The most popular reasons for visiting are walking, jogging, dog walking, socialising, cycling, swimming, leisure, golf and visiting the beach.

It was felt by all respondents that the ambition does not meet all the needs of the community. The reason for this was that it was felt that funding promised for leisure was not spent on Hayling Island seafront. Specifically, participants wanted a 4G football pitch and young people who use the seafront should be spoken to.

When asked which were the most important draft ambition principles overall, all responded with climate issues as very important, the other 4 principles were identified as important or very important.

The potential opportunities that were scored most highly were clear brand and identity and preserving and enhancing wilderness. Activity holidays scored lowest. Other opportunities suggested included a pier and a games centre.

At West Beach, it was felt the aspirations meet or exceed needs of the local community. Preserving character and a multigenerational social area were most important. Overnight stay huts were least important. Sympathy to local characteristics and recreational and leisure facilities were highest to add to proposals at West Beach.

At Beachlands, there was a mixed response to how the draft ambition principles meets the needs of the local community. A pedestrian friendly environment, WW2 trail, COPP memorial, children's play area and food and drink outlets scored highly. This is similar to the responses seen on the map the students completed. High-quality residential apartments, overnight stay and beach huts scored lowest. Pupils felt that recreational/leisure facilities and activity/sporting opportunities would add to proposals.

At Eastoke, it was felt that aspirations exceed or meet the needs. Pedestrian friendly environment and outdoor kiosks scored highly. High quality residential apartments rank lowest. Parking, beach hut provision and beach front walk all ranked as neither important nor unimportant. Pupils felt that recreational/leisure facilities and activity/sporting opportunities would add to proposals.

Three of the five survey completed identified West Beach and the highest priority area because it is where people go, the most populated and needs activities.

### **Engagement with those aged 4-7 years**

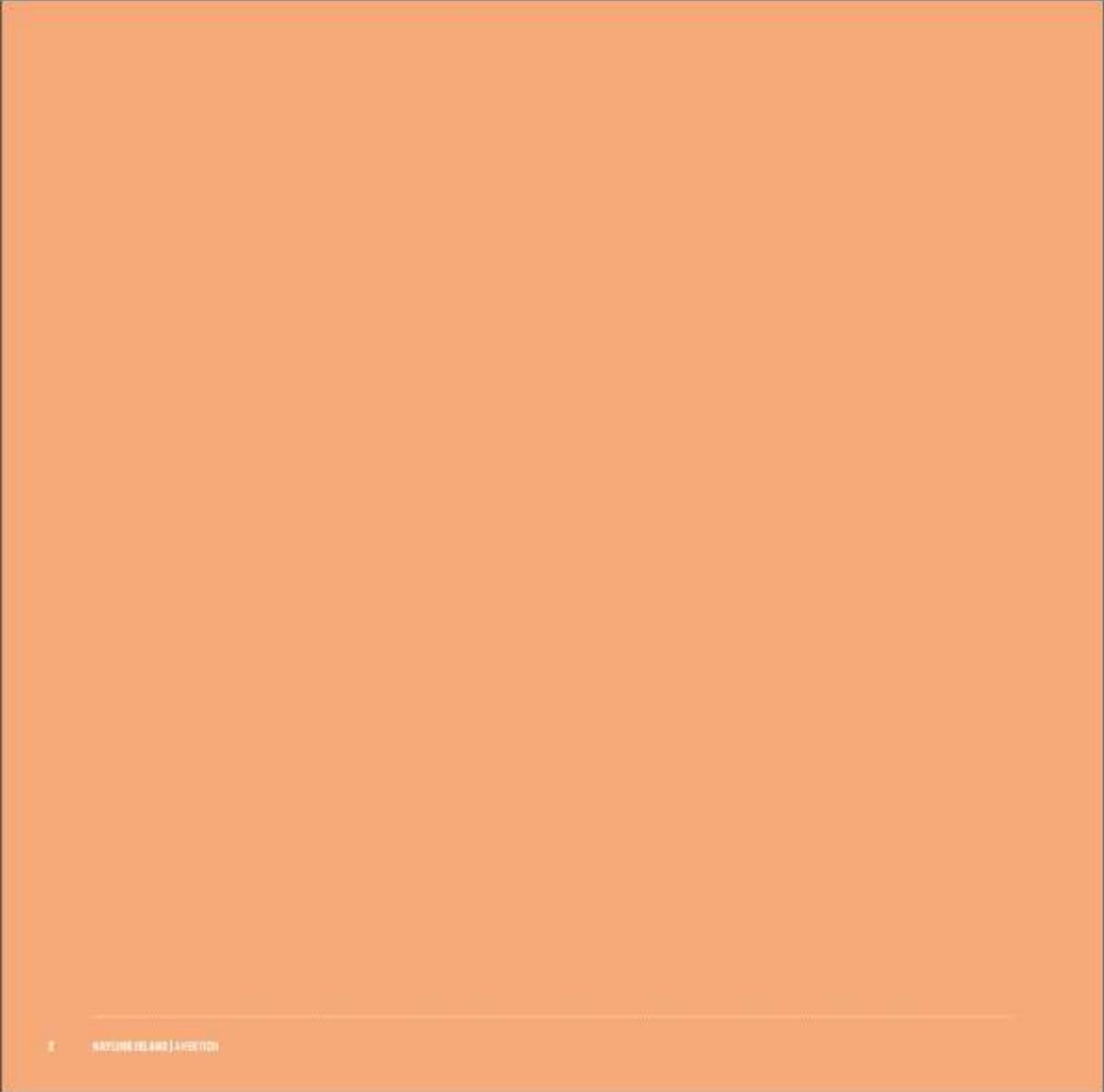
Pupils were asked 6 questions, and asked to draw their favourite thing, a nice memory or favourite activity on the seafront. The 6 questions asked children what they like to do at the beach and what their favourite thing to do was, what activities they like to do and who they visit the seafront with.

All of the children said they visit the seafront with their families (Parents, siblings, grandparents). Their favourite things to do at the seafront is play in the sea and sand, eat ice cream, body board, swim, eat fish and chips, build sandcastles or stone towers, find treasure (such as crystals, shells, using a metal detector). The children said their favourite activities to do were ride their bike or scooter, walk, go to the funfair, go to the skatepark, go on the train, play tennis, play in the sand and go rock pooling or crabbing. A couple of pupils asked for a swimming pool and a hot tub with no sea salt.

The teacher suggested better connections with the Hayling Billy Line and with the Beach School. The Beach School gives children the opportunity to learn about the seafront and the local environment. Car parking, an outdoor classroom or seating area and environmental bins were felt by the teach to be beneficial in supporting the programme.

**Appendix A. Draft Ambition for Hayling Island Seafront Document**

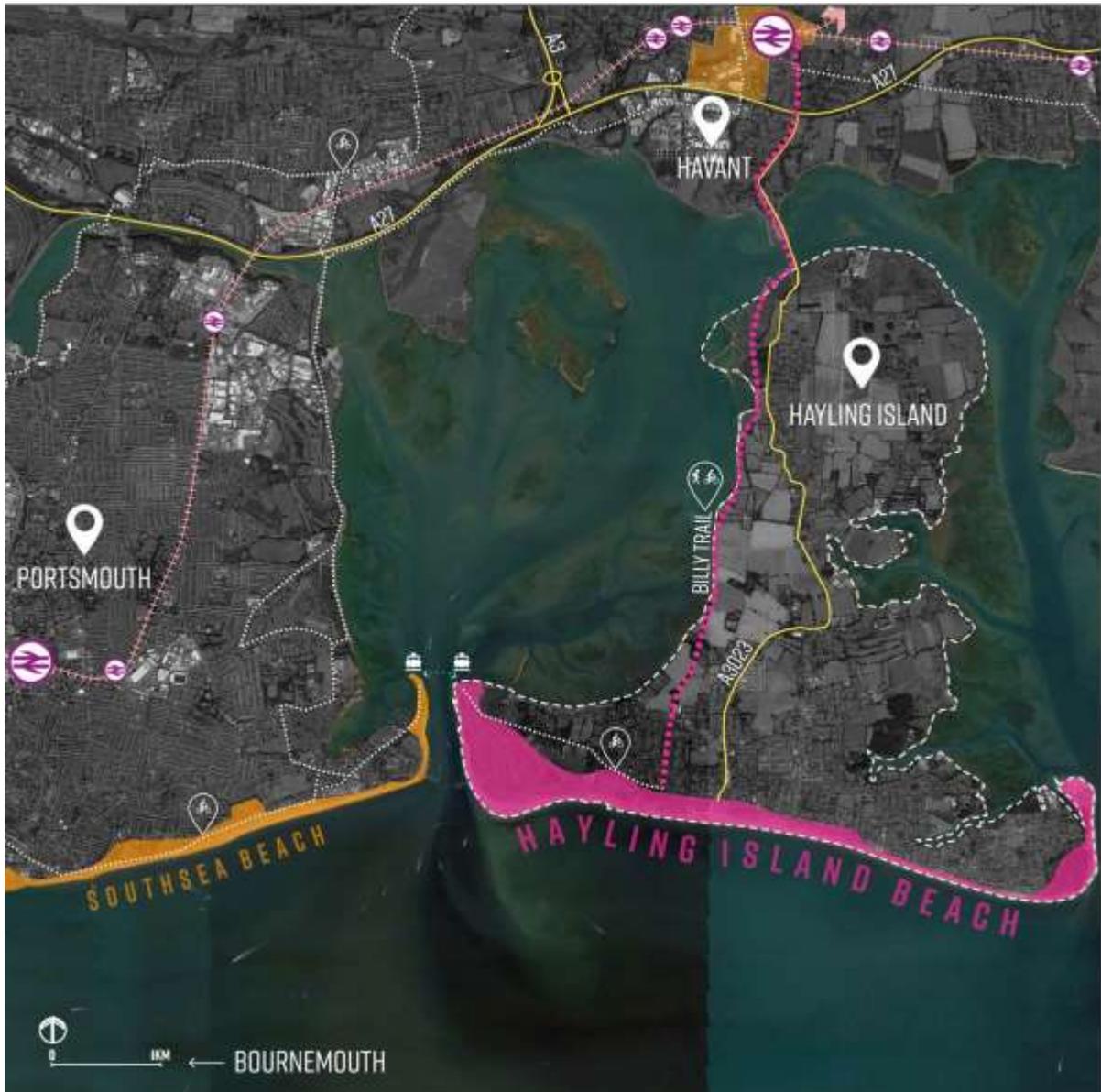




2 HAYLING ISLAND | AVENUE

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## 1.0 INTRO

Hayling Island has been a popular **destination** for over a century. The **seafront** has a heritage rich in **watersports** and it offers a high-quality **natural environment**. The local tourism sector has great potential to contribute to the local economy, attracting significant visitor spend and supporting over 4,500 jobs across the Borough. The potential growth in the staycation market provides another fantastic opportunity to support a **vibrant economy**.

However, there are some key challenges:

1. Parts of the **seafront** are dated and require updating and investment
2. The coastline is dynamic and vulnerable to coastal flooding and erosion, particularly during high tide and storm events.
3. The island geography can lead to congestion on the roads during peak times
4. The seasonality of the visitor offer means that the **seafront** is often crowded during peak times but quiet out of season
5. The poor perception of Hayling **seafront**.

Havant Borough Council wants to work with local residents, businesses and a range of other key stakeholders to develop and deliver **ambitious** and exciting plans to **enhance** the **seafront** and create an **inspiring destination**.

We want to develop a new approach to managing the **seafront** to drive up the quality of the resident and visitor experience. We want to explore opportunities to grow **niche markets** such as watersports and activity holidays - improve access to the beach, including enhancements to the **Billy Trail** strengthened connections across the **seafront** via new and enhanced cycle and walking routes facilitated by clear wayfinding signage.

We want to encourage high quality development and the creation of new facilities, including an improved leisure offer and a stronger commercial proposition – one that is sustainable in the long term and supported by a clear brand and identity. We want to protect and enhance the precious natural environment, and create a **happy, healthy and vibrant place**.

This document builds on work undertaken by Hemingway Design (January 2019) and Mace (December 2019/20). It sets out a clear **ambition** and **strategy** for the future of the **seafront**, accompanied with a comprehensive **concept plan** and **roadmap to delivery**. It aims to enhance the range and quality of attractions, improve the environmental quality and urban design of the **seafront** and connect key attractors in ways that reflect the heritage of the island. Regeneration is focused at **West Beach, Beachlands and Eastoke**.

2.0

## A SEAFRONT AMBITION

HAYLING SEAFRONT WILL BE A HAPPY, HEALTHY AND VIBRANT PLACE.

Hayling Island Seafront is a key asset for the borough and a focus for regeneration and positive place-making.

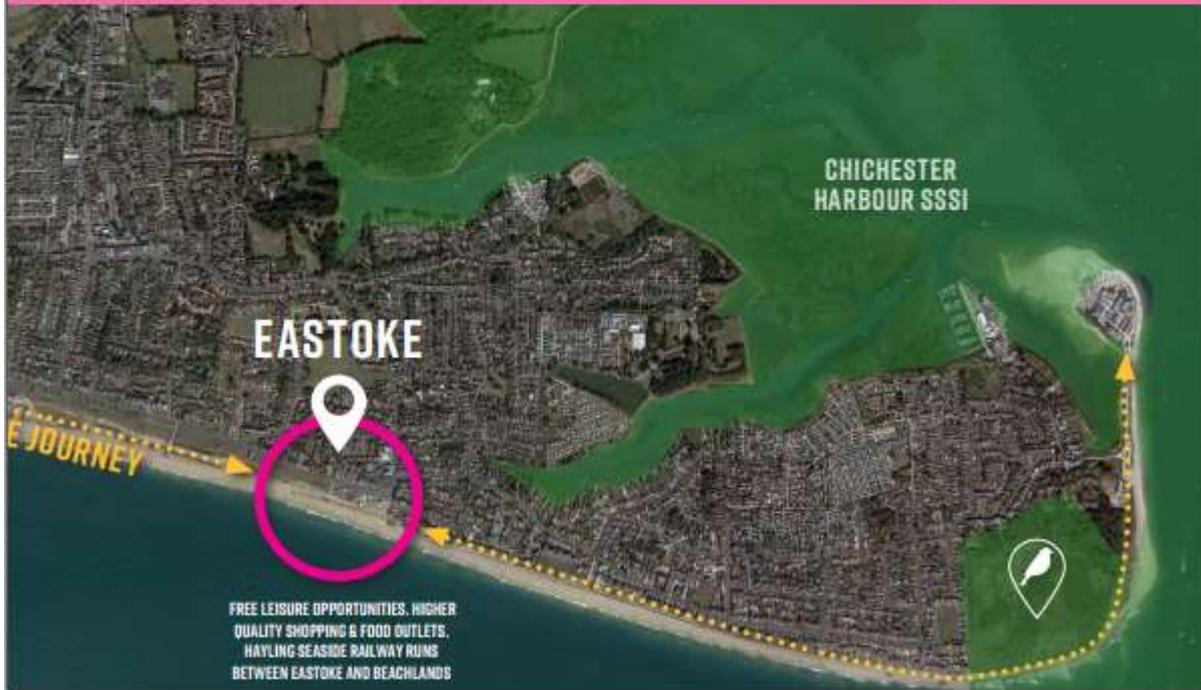
The seafront will become a focus for new investment to grow and sustain a thriving local economy that will transform the area to one that focuses on activity and experience-based tourism, which takes advantage of the natural qualities of the seafront.

The ambition for the seafront is supported by a series of **Design Principles** that are fundamental to supporting a long term strategy for the coastal destination that both enhances and preserves:

- 1 Create an **exciting and vibrant seafront** and **maritime leisure** offer, supported by a **strong brand**, which increases the quality of the visitor experience and opportunities for visitor spend.
- 2 Improve **sustainable access** to the beach, including enhancements to the **Billy Trail** and improved connections across the seafront via new and enhanced cycle and walking routes, facilitated by clear wayfinding signage, moving towards a **car free** future.
- 3 Protect the unique character of the coastal landscape and enhance the **natural environment**, supported by a high-quality **public realm**.



- 4 Any strategic approach will be responsive to **climate** issues, creating **low carbon** footprints, and will be proactive in **protecting** the coastline
- 5 Create opportunities to support **active lifestyles, health and well-being**, where residents and visitors can experience the landscape through activities, including walking, cycling, running and watersports
- 6 Create a new approach to **managing the coast** to drive up the quality of the resident and visitor experience, and sustainable coastline.



## 3.0 TODAY



### NATURAL ENVIRONMENT

- High natural value seafront environment, including Sinah Common Site of Special Scientific Interest (SSSI), an area designated as a Site of Interest for Nature Conservation (SINC) and the adjacent Solent Maritime Special Area of Conservation (SAC)
- The lowland dry acid grassland and coastal vegetated shingle beach are of biodiversity interest and value
- Blue Flag status achieved for last 27 years
- Championship Hayling Golf Course with spectacular views of the Solent, alongside the popular Hayling Island Sailing Club.



### POPULATION

- The population is estimated to increase to 18,665 in 2021
- Median age of residents is 52
- 29.6% of the population are over 65, with 24.7% retired
- In 2011, almost one-third of the population were in the 45-64 age group, although this group is predicted to decrease to a quarter while those aged 65 years and over are predicted to increase
- In 2011, 69% of homes were owner-occupied. 19% of Hayling households were occupied by a single resident over the age of 65 years at this time.



### LOCAL EMPLOYMENT

- The tourism industry supports 4589 jobs across the borough (Tourism South East 2018)
- Tourism remains a significant employer on the island, helping to encourage working age families to stay and work locally
- The proportion of unemployed on Hayling Island, was 5.3% in February 2021
- 8.4% of the local population were employed within the accommodation and food industry.



## TRANSPORT & ACCESS

- Two bus services connect the island with the mainland every 15 minutes.
- Hayling Ferry service connects Hayling with Eastney Point and operates summer and winter timetables.
- The island suffers from a fragmented public right of way network, made up mainly of short linear routes and little formal horse riding provision.
- The main recreational experience is concentrated on the south coast and Hayling Billy disused railway on the west coast.



## 4.0 THE FUTURE

### NATIONAL TRENDS

- **Ageless Visitors:** With people increasingly delaying major milestones such as marriage and children till later in life, coupled with people living longer and more active lives, it is becoming increasingly less relevant to think about visitors in terms of their age and more in terms of their interests.
- **Solo Visitors:** Increasingly people are experiencing living on their own across any number of points in their lives. In the UK, 26% of households are single and solo travelling is one of the fastest growing categories and many travel brands are tapping into this niche. Solo adventures are positioned as enriching opportunities for self-discovery.
- **Inspiration and pre-planning:** The online world offers an endless inspiration and ideas for travel. Tourism products need to ensure they are part of consumer conversations, endorsed by social influencers and hopefully tick the boxes of key criteria to feature in algorithm results. Tourism products need to be clear on which target groups/ niches they want to address.
- **Experiences:** Future visitors will opt for trips that allow them to collect as many unique experiences

as possible for the minimum investment of time and money to get there. With limited budget and holiday time available, future visitors want to find out as much as possible about their destination before getting there. Some visitors are also looking to combine their visit with learning additional skills, self-improving activities or trying new experiences.



### REGIONAL & LOCAL TRENDS

- National chains within the lower to mid-market accommodation range are looking to develop new quality offers to draw in a higher price premium (higher quality accommodation/improved provision of leisure activities and facilities)
- The tourism offer on the island needs to improve the quality of the visitor experience, otherwise holiday park guests will increasingly stay within resorts, reducing the wider economic benefits to the island.
- Opportunities to address seasonality of visitor demand on the seafront lie in enhancing the visitor experience and encouraging visits outside of the school holidays from specific market segments.
- The markets offering the greatest potential for off-peak growth for Hayling Island include empty nesters (over 55s) for health and wellness, under 35s for activity/ active breaks and building an audience from local residents.
- Key challenges for tourism development include limited transport connections to the island, the availability of high speed broadband, WiFi and mobile reception, and the availability of skilled staff, with tourism perceived as a low-skilled sector.



## FUTURE POTENTIAL

- Potential to develop a strongly **branded niche location for active pursuit and activity holidays**, underpinned by its heritage as the home of windsurfing
- **Walking and cycling** are the most popular activities, but there is significant interest in **watersports** too
- The **ideal activity holiday** involves at least three different active experiences, blended with a mix of other holiday activities
- Successful holidays are not just about the activity, the local scenery, accommodation, **food and drink**, and **other attractions** play an important part
- There is an opportunity to improve communication about provision and ease of access for these activities to encourage more people to participate. The presence of an **activity hub facility** on Hayling Island seafront could support tourism growth by providing information about the range of activities available, alongside local maps and guidance, and free WiFi access
- Consumers like to **pick and mix their activities** to create their own personal activity holidays, as well as combining these active experiences with other general holiday pursuits such as visiting sights, shopping and entertainment
- The **love of local** is common ground for people taking activity holidays on the English coast.





## 5.0 OPPORTUNITIES

An exciting opportunity exist to revitalise Hayling Island seafront, catering for the core local population, as well as attracting visitors and encouraging them to stay longer by providing a range of activities catering for all ages. **Went South Beachfronts** and **Esplanade** provide hubs around which to focus regeneration activities, with the **connections between** them of equal importance.

Key opportunities to address the challenges outlined on page 5 and realise the ambition for Hayling Seafront include:

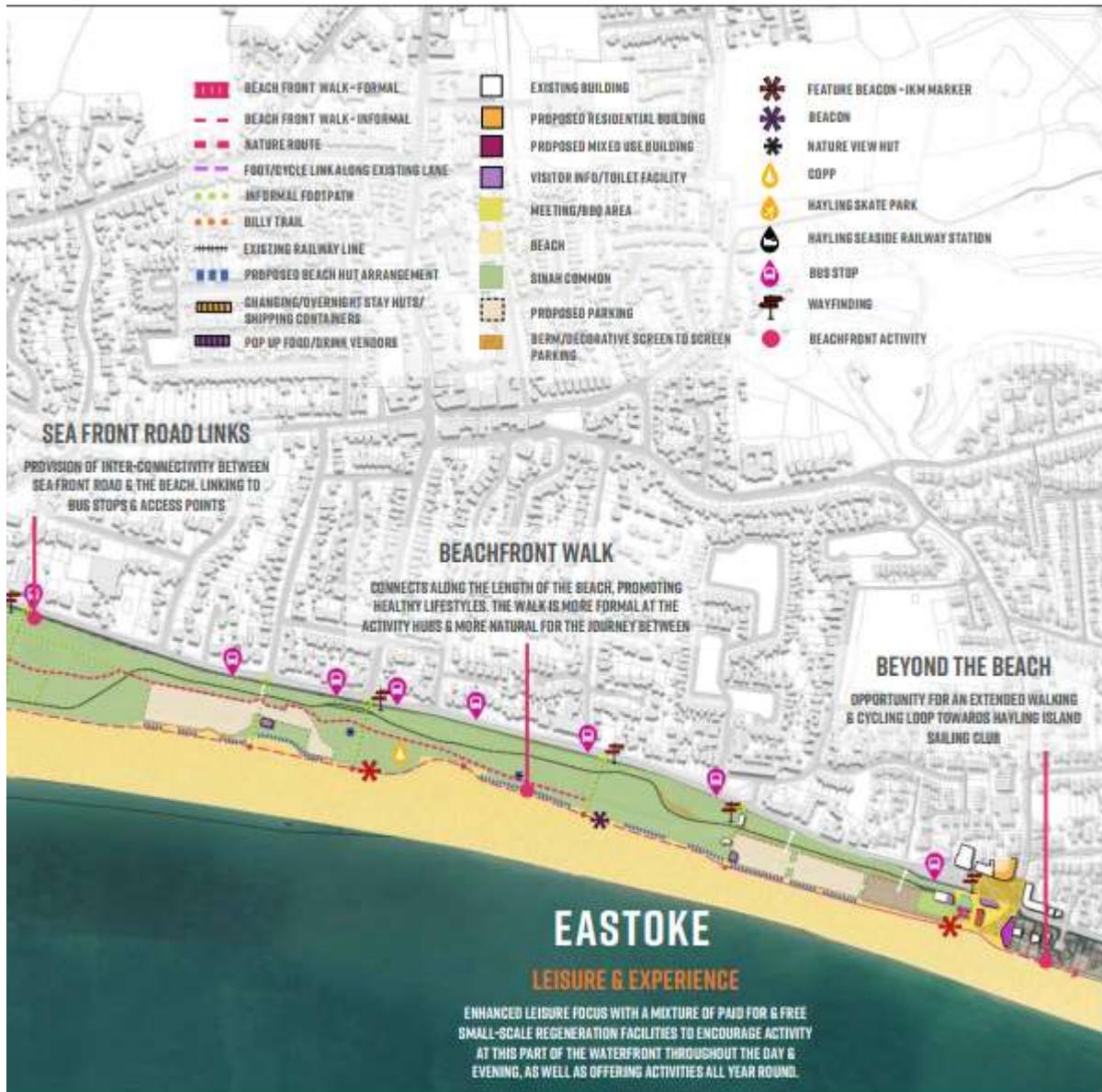
- Improving the perception of the seafront through the creation of a **clear brand and identity**
- Preserving and enhancing **areas of wilderness and concentrating tourism** and residential development in the three key activity hubs
- A sensitive and targeted approach to investment, regenerating and improving the tourism economy and encouraging further commercial investment and job creation, creating a **modern and exciting commercial offer**

- Improving **access to and across the seafront**, encouraging greater participation in healthy lifestyle activities, such as walking, cycling and watersports. This should include capitalising on the **Billy Trail** to connect the seafront to the rest of the island, as well as with Havant town centre, providing stronger links to its catchment area.
- Better **connections and improved public realm** between the three activity hubs, through a looped network of foot and cycle paths, building upon the informal trails that already exist. Provision of **seating and lighting** along the seafront, with activities located along the journey between the hubs. A clear **wayfinding strategy** which identifies the three hubs of activity, their locations, the respective attractions and the routes and spaces along the Hayling Island Journey.

These opportunities should all be underpinned by a new and smarter way of managing the seafront, which addresses climate change through initiatives such as the creation of a **cleaner, greener seafront**, advocating the use of sustainable alternatives.











Key principles have been developed for West Beach to become a focus for nature and activities:

- A quiet, open, and natural area, preserving the existing character. Interventions will be subtle and modest, bedded within the environment. Creation of a wild landscape aesthetic.
- An innovative 'Blue Park', allowing greater access to water-based activities whilst protecting the environment and building on the history of watersports on the island
- West Beach as a hub for health and well-being, enabling people to experience the landscape through a broad range of outdoor activities, providing an alternative experience to the typical tourist offer, as well as an excellent facility for residents
- Introduction of artwork along the beachfront walk and nature walks referencing the island's history. Incorporation of art within visual screens and berms to screen areas of parking, creating a more positive interaction between beach and car park
- A multi-generational experience where people can come together and socialise and immerse in the natural beachfront environment.

- |    |  |  |
|----|--|--|
| 1  | WATERSPORTS CENTRE, INCLUDING TEACHING & TRAINING FACILITIES FOR ALL ABILITIES | INFORMAL FOOTPATH                                |
| 2  | LOCATION FOR STREET FOOD VENDORS, MEETING AREA & BBQ SPACE                     | BILLY TRAIL                                      |
| 3  | BEACHFRONT WALK  | PROPOSED BEACH HUT ARRANGEMENT                   |
| 4  | NATURE ROUTE   | CHANGING/OVERNIGHT STAY HUTS/SHIPPING CONTAINERS |
| 5  | SSSI/NATURE VIEWING HUTS   | POP-UP FOOD/DRINK VENDORS                        |
| 6  | BEACHFRONT BEACON  | EXISTING BUILDING                                |
| 7  | BEACH HUTS POSITIONED TO SCREEN CAR PARKING                                    | MEETING/BBQ AREA                                 |
| 8  | WATERSPORTS ACTIVITY & PARKING   | BEACH  |
| 9  | HAYLING SKATE PARK INTEGRATED WITHIN THE LANDSCAPE                             | SSSI COMMON                                      |
| 10 | EXTENSION OF THE BILLY TRAIL TO THE BEACH                                      | CAMPERVAN/GLAMPING AREA                          |
| 11 | EXISTING LANE CLOSED TO VEHICULAR TRAFFIC & USED AS CYCLE & PEDESTRIAN LINK    | PROPOSED PARKING                                 |
| 12 | BEACHLANDS GOLF COURSE   | BERM/DECORATIVE SCREEN                           |
|    | BEACH FRONT WALK - FORMAL  | FEATURE BEACON- IWM MARKER                       |
|    | BEACH FRONT WALK - INFORMAL  | BEACON   |
|    | NATURE ROUTE   | NATURE VIEW HUT                                  |
|    | FOOT/CYCLE LINK ALONG EXISTING LANE  | BUS STOP   |
|    |  | WAYFINDING                                       |
|    |  | BEACHFRONT ACTIVITY                              |

## ACTIVITY

West Beach offers great heritage with watersports and links to the natural coast, sympathetic development can bring a focus of watersports activity and facilities for both local residents and visitors to the beach.



PROVISION OF A DEDICATED HUB FOR WATERSPORTS ACTIVITY



WATERSPORTS ACTIVITY CENTRE, STORAGE & SHOP CREATES A HUB OF ACTIVITY



NEW BBQ & PICNIC AREAS, ALONGSIDE STREET FOOD & POP UP SPACES



POTENTIAL FOR PERMANENT STRUCTURES COULD BE DESIGNED INTO THE LANDSCAPE



SCREENING WALL BETWEEN THE CAR PARK & BEACH PROVIDING FOR INTERACTION & DELIGHT



ARTWORK INSTALLATIONS COULD BE USED TO CREATE A LINK ALONG THE BEACH

■ HAYLING ISLAND | AVENUE

# NATURE

West Beach has retained much of its natural beauty, with proposals looking to enhance this natural setting, with dedicated routes and viewing pods/huts that allow the enjoyment of the natural setting.



MODERN, YET SYMPATHETIC PODS THAT FIT DISCREETLY IN THE LANDSCAPE



USE OF PUBLIC REALM TO CREATE A SIMPLE & CLEAN TRANSITION TO THE BEACH EDGE



PROVISION FOR DOG WALKING, BOTH ALONG THE BEACH & WITHIN THE LANDSCAPE BEHIND IT



NATURAL MATERIALS CAN HELP IN SHAPING & FRAMING NEW ROUTES

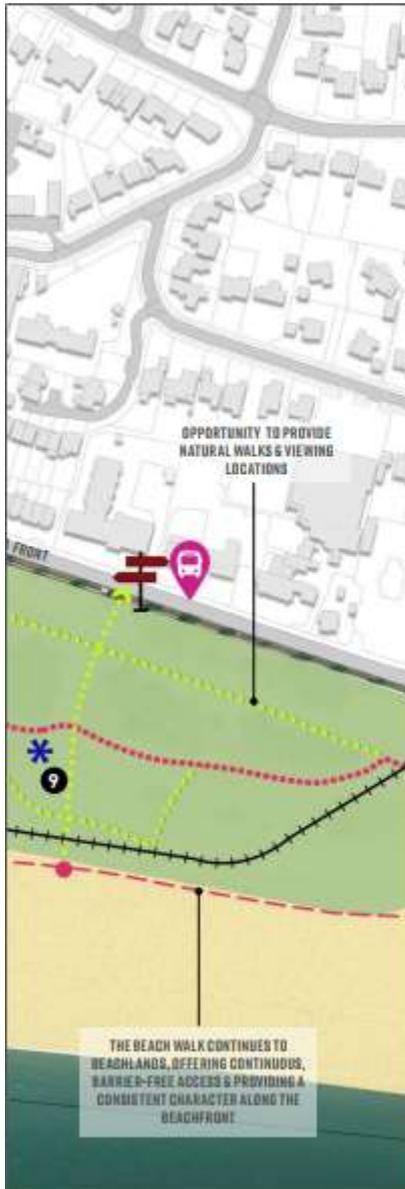


PLACES TO VIEW & INFORM THE PUBLIC OF THE HISTORY & NATURE OF THE AREA



USE OF SIGNAGE & WAYFINDING





Key principles have been developed for Beachlands that set it as a destination along the seafront:

- Creation of an arrival experience that connects Hayling Island with the beach, becoming a destination in its own right
- Provision of a new flexible public space for local markets, events, outdoor seating and views of the sea
- Extension of the public realm to the Sea Front Road creating an improved gateway to the beach. A pedestrian friendly environment connects both sides of Sea Front
- A formal section of the beachfront walk interacts with the proposed public square, with a feature promontory/accessible groyne extending to the waters edge
- Beyond the areas of activity, the beachfront walk changes character to reflect the changing environment along the beach
- Small scale and family friendly overnight or short stay opportunities overlooking the beach
- Organisation of beach huts have to maximise sea views. The position of the beach huts also acts to screen parking areas.

- |    |   |  |
|----|---|--|
| 1  | DESTINATION SPACE FOR OUTDOOR EVENTS & SPILL OUT AREA                                     | OVERNIGHT STAY HUTS/SHIPPING CONTAINERS  |
| 2  | MIXED-USE BUILDINGS WITH GROUND FLOOR FOOD & DRINK UNITS, WHICH SPILL OUT ONTO THE SQUARE | EXISTING BUILDING                        |
| 3  | FEATURE PROMONTORY/ACCESSIBLE GROYPNE   | PROPOSED RESIDENTIAL BUILDING            |
| 4  | RESIDENTIAL APARTMENTS WITH VIEWS OF THE COASTLINE  | PROPOSED MIXED USE BUILDING              |
| 5  | BUS DROP-OFF / BUS STATION  | PUBLIC REALM                             |
| 6  | VISITOR CENTRE WITH RESIDENTIAL ABOVE   | BEACH                                    |
| 7  | BEACHFRONT WALK   | SINAH COMMON                             |
| 8  | BEACH HUT FRONTAGE  | PROPOSED PARKING                         |
| 9  | SINAH COMMON SSSI   | BERM/DECORATIVE SCREEN TO SCREEN PARKING |
| 10 | OVERNIGHT STAY / CHANGING ROOM<br>BEACH HUTS FOR HIRE                                     | FEATURE BEACON- ILM MARKER               |
| 11 | GATEWAY GREEN SPACE   | BEACON                                   |
|    | BEACH FRONT WALK - FORMAL   | NATURE VIEW HUT                          |
|    | BEACH FRONT WALK - INFORMAL   | BUS STOP                                 |
|    | FOOT/CYCLE LINK ALONG EXISTING LANE   | HAYLING SEASIDE RAILWAY STATION          |
|    | INFORMAL FOOTPATH   | WAYFINDING                               |
|    | EXISTING RAILWAY LINE   | BEACHFRONT ACTIVITY                      |
|    | PROPOSED BEACH HUT ARRANGEMENT  | PROPOSED TREE                            |

# COMMUNITY

Beachlands can become a key destination for both the community and visitors, creating a public space that links Hayling Sea Front to the beach and provides the opportunity for outdoor events, gallery space and rentable spaces or overnight stay.



NEW GROUND FLOOR EATING AND DRINKING. THE OUTDOOR EVENT SPACE CAN ACCOMMODATE MARKETS & OTHER EVENTS



A UNIFIED WALK ALONG THE BEACH, CHANGING CHARACTER ALONG ITS LENGTH TO REFLECT ITS SURROUNDINGS



SEAFRONT BEACONS CREATE UNIQUE 'LIGHTHOUSES' ALONG THE BEACH, CONNECTING THE HUBS & JOURNEY SPACES TOGETHER



COASTAL DEFENCES CAN ALSO BE USED AS EXTENSIONS TO PUBLIC REALM



A NEW AREA OF PUBLIC SPACE TO CONNECT & GUIDE PEOPLE TO THE BEACH



INTEGRATING THE WORLD WAR II TRAIL & COPP MEMORIAL AS PART OF WIDER WALKING ROUTES

## LIVING

Longer term aspirations could involve bringing new homes to the area to create high quality living opportunities consisting of new modern homes for families. Natural materials could help reflect the coastal location. New homes will have to be designed to consider the flood risk of the coastline.







Key principles have been developed for Eastoke that set it as a destination for both leisure and events, building on the previous public realm improvements and existing events:

- Extending the public realm to provide a greater space for outdoor entertainment and events, creating new public outdoor seating and space, and creating a more pedestrian-friendly environment and reducing the presence of cars
- Provision of outdoor kiosks create the opportunity a variety in modern food, drink and retail offering,

creating a vibrant and lively place

- Provision of a new beach bar or restaurant to help to create a modern relaxed beach environment that spills into the events space and onto the beach
- Incorporation of toilet facilities as part of a new tourist and visitor centre, which creates a new frontage to Sea Front Road and the events space
- New high quality residential creates a new corner frontage to Sea Front Road and Rails Lane.

- 1 OPPORTUNITY TO EXTEND PUBLIC REALM ACROSS SEA FRONT ROAD, CREATING A PEDESTRIAN FRIENDLY ARRIVAL TO EASTOKE
  - 2 NEW VISITOR INFORMATION CENTRE PROVIDES FRONTAGE TO SEA FRONT ROAD & A WELCOMING ARRIVAL
  - 3 EXTENDED EVENT SPACE, SCREENED FROM VEHICULAR TRAFFIC & EMBRACING ITS RELATIONSHIP WITH THE BEACH
  - 4 OUTDOOR GYM EQUIPMENT DESIGNED INTO THE PUBLIC REALM, WITH AN EXTENSION OF FITNESS TRAIL DESIGNED INTO THE BEACHFRONT WALK
  - 5 HAYLING SEASIDE RAILWAY EXTENSION, IMPROVING RELATIONSHIP TO PUBLIC REALM, USES MAY INCLUDE A CAFE OR WAITING AREA
  - 6 FLEXIBLE EVENT/LEISURE SPACE
  - 7 HIGH QUALITY RESIDENTIAL
  - 8 CONCENTRATION & RATIONALISED OF CAR PARKING CLOSER TO EASTOKE
  - 9 RESTORED PARKLAND FOR USE AS A KITE PARK
  - 10 OUTDOOR KIOSKS AND BEACH BAR/ RESTAURANT FRAMING THE EVENTS SPACE
- 100% BEACH FRONT WALK - FORMAL
  - BEACH FRONT WALK - INFORMAL
  - FOOT/CYCLE LINK ALONG EXISTING LANE
  - ... INFORMAL FOOTPATH

- EXISTING RAILWAY LINE
- PROPOSED BEACH HUT ARRANGEMENT
- OVERNIGHT STAY HUTS/SHIPPING CONTAINERS
- EXISTING BUILDING
- PROPOSED RESIDENTIAL BUILDING
- PROPOSED MIXED USE BUILDING
- VISITOR INFO/TOILET FACILITY
- PUBLIC REALM
- BEACH
- SINAH COMMON
- PROPOSED PARKING
- BERM/DECORATIVE SCREEN TO SCREEN PARKING
- FEATURE BEACON- ICM MARKER
- BEACON
- NATURE VIEW HUT
- COAST GUARD
- BUS STOP
- HAYLING SEASIDE RAILWAY STATION
- WAYFINDING
- BEACHFRONT ACTIVITY

# LEISURE

Eastoke is well-located for access to all the holiday accommodation on the island, and has the potential to offer a family-friendly environment during the day and night.



INFORMAL BAR & DINING WITHIN A NEW PUBLIC SPACE



OUTDOOR SEATING THAT SPILLS ONTO THE BEACH EDGE  
CREATING A VIBRANT DAY & NIGHT LIFE LOCATION



PEDESTRIAN FRIENDLY STREETS CREATING A UNIQUE  
SENSE OF IDENTITY



KIOSKS & VANS OFFER FLEXIBLE SPACES TO SELL GOOD  
QUALITY FOOD & GOODS



RESHAPED PUBLIC SPACE PROVIDING THE OPPORTUNITY TO  
HOST LARGER OUTDOOR EVENTS, FESTIVALS AND OPEN AIR  
CINEMAS



THE BEACHFRONT WALK EXTENDS TO EASTOKE,  
INTEGRATING AREAS OF SEATING, REST & FITNESS ALONG  
ITS LENGTH

# EXPERIENCE

West Beach brings the opportunity for living, visiting, leisure, relaxing or keeping fit. The site offers great potential and variety in its location and as part of the wider beach journey.



BEACH BAR SEATING CAN EXTEND OUT ONTO THE BEACH



SYMPATHETIC ARCHITECTURE CAN BRING TOGETHER MULTIPLE COMMUNITY USES



POP-UP FOOD VANS OFFER VARIETY & THE CHANCE FOR LOCAL RESTAURANTS TO CAPTURE TOURIST TRADE



FLEXIBLE SPACES ALLOW FOR A VARIETY OF SEASONAL EVENTS



CHILDREN'S PLAY REFERENCES THE CHARACTER & MATERIALS OF THE COASTLINE



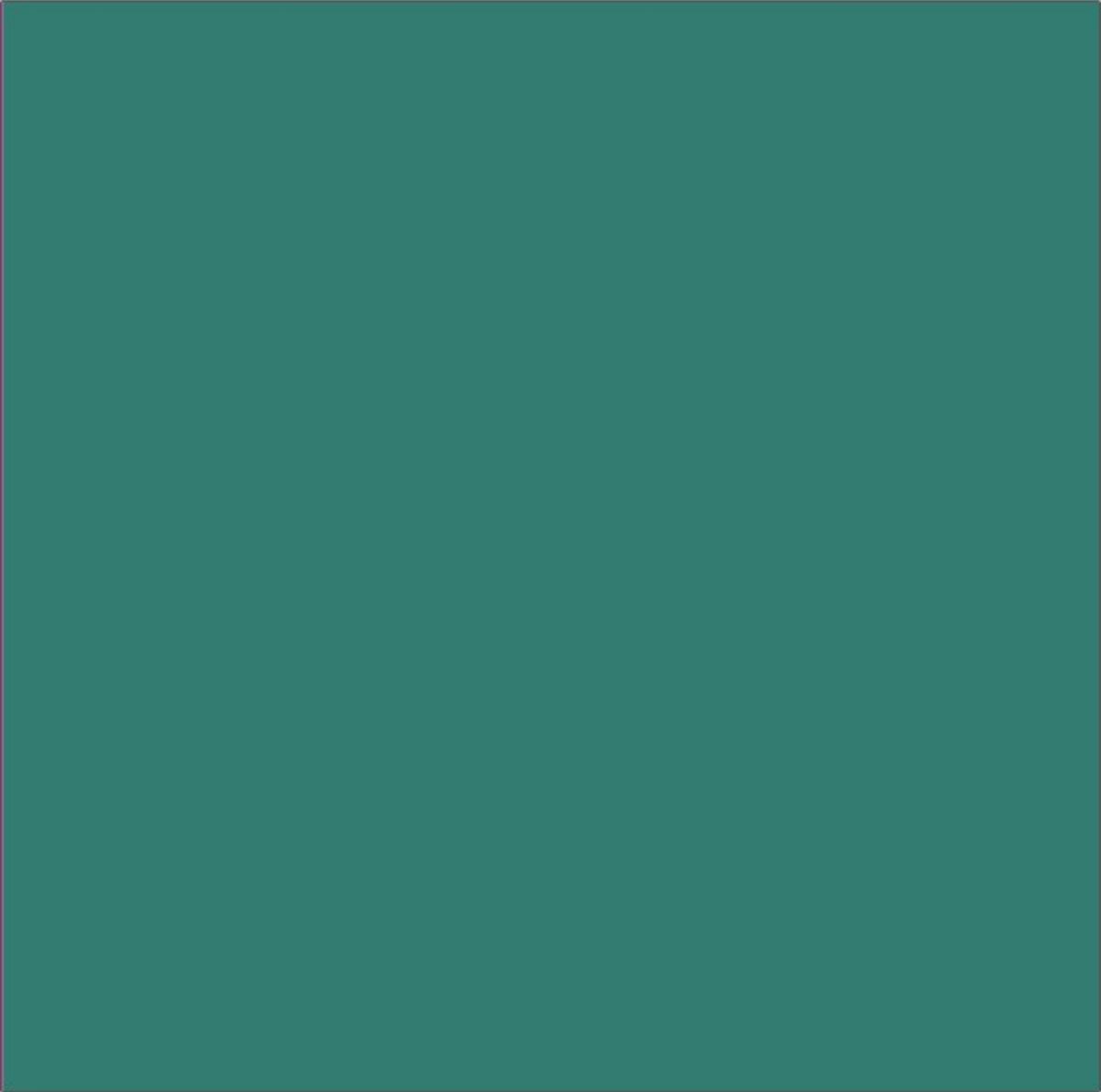
HIGH QUALITY LIVING FRAMING THE CORNER OF THE SEAFRONT, WITH VIEWS OVERLOOKING THE BEACH

8.0

# NEXT STEPS

- ENGAGE WITH RESIDENTS & BUSINESSES
- PREPARE AN ILLUSTRATIVE MASTERPLAN
- CREATE A CLEAR & STRONG BRAND/IDENTITY TO TELL THE STORY OF HAYLING SEAFRONT
- TRIAL POP UPS AT WEST BEACH & TEST NEW IDEAS ALONG THE SEAFRONT
- DEVELOP COMMERCIAL OFFER & UNDERTAKE SOFT MARKET TESTING
- PREPARE FUNDING & IMPLEMENTATION PLAN
- ▼ MAKE THE CHANGE!





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FOR HAVANT BOROUGH COUNCIL  
APRIL 2021

CONTACT HAVANT BOROUGH COUNCIL  
REGENERATION TEAM ON:

T: 02392 446522  
E: REGENERATION@HAVANT.DOCK

**Appendix B. Draft ambition for Hayling Island seafront branding**



## Appendix C. Media / Press Programme

Below provides all Council communications sent in relation to the programme.

Date	Communication type	Details	Target Audience
September - ongoing	Replying to emails	Announcing launch of website and engagement programme and encouraging submitting comments through survey/mapping tool	
20/10/2021	Launch website	With engagement tool and survey and event dates	ALL
26/10/2021	Press release	Announcing launch of website and engagement programme	ALL
26/10/2021	Social Media post	Announcing launch of website and engagement programme	ALL
26/10/2021	Gov Direct bulletin	Announcing launch of website and engagement programme	ALL
29/10/2021	Email to key stakeholders	Announcing launch of website and engagement programme	Key Stakeholders
30/10/2021	Email to all (250) Hayling Island businesses	Announcing launch of website and engagement programme	Businesses
01/11/2021	Hayling Herald newspaper article	Announcing launch of website and engagement programme Fabrik designed material for 4 pages pull out	ALL
02/11/2021	Posters	Sent to all stakeholders	ALL
02/11/2021	Posters	Sent to Hayling library, Havant library, Hayling Island Community Centre	ALL
02/11/2021	News - Hampshire Live	Announcing engagement programme	ALL
03/11/2021	News - Portsmouth Newspaper article	Announcing engagement programme	ALL
06/11/2021	News - Portsmouth News	Announcing engagement programme	ALL
10/11/2021	Social Media	Reminder of upcoming events	ALL

11/11/2021	News - Radio Solent Breakfast show	Announcing engagement programme and the events.	ALL
11/11/2021	Posters	Posters went up at and businesses cards handed to Beachlands Information Centre and Hayling Community Centre	ALL
11/11/2021	Social media	Launch of event 1	ALL
16/11/2021	Social media	Reminder of event 2	ALL
18/11/2021	Press release	Last chance to participate in engagement (pre-extension)	ALL
19/11/2021	Social media	Final comments for engagement events (pre-extension)	ALL
22/11/2021	News - South Today	Have your say through engagement programme.	ALL
23/11/2021	Press release	Extension of engagement	ALL
23/11/2021	Social media	Extension of engagement	ALL
26/11/2021	Social media	Final comments for extension	ALL

Figure 34 – Breakdown of Council media and communications for the programme

## Appendix D. Website and social media statistics

Statistics from social media promotion.

Channel	No. of posts	Reach	Engagement (likes, shares, link clicks etc.)
Facebook	12	23,909	2,051
Twitter	11	4,702	148
Instagram	6	757	-
Next door	2	3,236	-
Gov Delivery	7	8,874	-

Figure 35 – Statistics from social media promotion

Statistics on website traffic.

Webpage	Page views	Unique page views	Average time on page
<a href="https://www.havant.gov.uk/ambition-hayling-island-seafront">https://www.havant.gov.uk/ambition-hayling-island-seafront</a>	1,032	805	5.36 minutes
Webform to submit comments on online mapping tool	185	135	3.22 minutes
Have With Havant ambition page - <a href="https://www.havewithhavant.co.uk/ambition/">https://www.havewithhavant.co.uk/ambition/</a>	1,420	878	1.26 minutes

Figure 36 – Statistics on website traffic

Gov Delivery statistics.

Maximum of 8,874 each post and a total of 55,658 across all 7 posts.

## Appendix E. Press release material

### Help shape the future of Hayling seafront

Wednesday, 27 October, 2021

As part of its ambitious regeneration programme, Havant Borough Council is asking for views on the future of Hayling Island seafront and the future direction it should take.

Following on from earlier work undertaken by consultants Hemingway Design and Mace, a draft ambition for Hayling seafront has been developed, based on previous engagement, outlining the opportunities available and possible direction for the future.

Residents and businesses who would like to get involved can do so by:

- joining us at our exhibition days at Hayling Island Community Centre (Room 2) on Station Road on Thursday 11 November 2021 between 2pm and 5:30pm or on Saturday 13 November 2021 between 10am and 1pm
- [going online and submitting their views and comments via the online survey and mapping tool](#)
- dropping their written comments off at Beachlands Information Centre, 7 Sea Front Hayling Island, PO11 0AG or Public Service Plaza, Civic Centre Road, Havant, PO9 2AX.

All comments must be received by Sunday 21 November.

Councillor Clare Satchwell, Cabinet Lead for Planning, Hayling Seafront Strategy and Coastal Management said: "We are delighted to be progressing work that will help shape the future of Hayling Seafront.

"We value the feedback of residents, businesses and visitors, and look forward to their thoughts and opinions on how to create the very best opportunities for the island. It is important that people note that this is not a fixed plan but a series of ideas that will help shape the future of Hayling seafront"

The [ambition document for Hayling seafront is available to read](#). Further queries regarding the document can be emailed to: [regeneration@havant.gov.uk](mailto:regeneration@havant.gov.uk)

If you would like more information as we progress with the regeneration programme, [sign up to bulletins selecting 'The future of](#)

**Havant**  
BOROUGH COUNCIL



Communications Office: Havant Borough Council,  
Public Service Plaza, Havant, Hants, PO9 2AX

News Release

## Extension to 'draft ambition for Hayling Island seafront' engagement

Havant Borough Council's public engagement on the draft ambition for Hayling Island seafront is to be extended until Sunday 28 November 2021 to allow for more comments.

Following recent exhibition days and feedback received online, that more people want to share their thoughts and opinions on how to create the very best opportunities for the seafront, the decision has been made to extend the deadline by one week.

The draft ambition document for Hayling Island seafront has been developed, based on previous engagement, outlining the opportunities available and possible direction for the future.

Councillor Clare Satchwell, Cabinet Lead for Planning, Hayling Seafront Strategy and Coastal Management said: "We are keen to hear as wide a range of views as possible and I am delighted to be able to extend the consultation to allow further engagement with those people who have an interest in the future of Hayling seafront.

"Responses to this consultation will inform the development of the seafront

## Appendix F. Online Questionnaire



### **Ambition for Hayling Island Seafront**

The seafront on Hayling Island is one of the borough's key assets, both for the enjoyment of our residents and as an attraction for tourists to visit. As part of the Council's regeneration and positive place-making strategies, the document 'An Ambition for Hayling Island Seafront' details our aspirations for an enhanced, modern and sustainable seafront to be proud of.

We thank everyone who has previously engaged with us, and we wish to continue engaging and building on your feedback. We are keen to hear your views on the aspirations, themes and concepts detailed within the above document. Your feedback will inform an illustrative masterplan for the seafront, and this will again be shared with all stakeholders for their views prior to a decision being made.

'An Ambition for Hayling Island Seafront' can be found at [www.havant.gov.uk/ambition-hayling-island-seafront](http://www.havant.gov.uk/ambition-hayling-island-seafront) and the sections of the following survey will reference specific pages of this document.

The information you provide will not be used in a manner which would identify you. You do not have to participate and even if you do, you do not have to answer any questions you would rather not.

This data will not be used for any other purpose and will be held in accordance with GDPR and the Data Protection Act. You can see a copy of our privacy policy here: [www.havant.gov.uk/privacy-policy](http://www.havant.gov.uk/privacy-policy)

**This survey will close on 21 November**



Scan to complete survey on line.

## About You

We are interested in the views of a wide range of people and organisations. Therefore, to help us analyse the results of this survey, we would appreciate it if you could tell us a bit more about yourself. This data will only be used in relation to this survey.

Q1 Which of the following age bands do you fall into?

- |                                  |  |
|----------------------------------|--|
| <input type="checkbox"/> 16 - 24 | <input type="checkbox"/> 55 - 64           |
| <input type="checkbox"/> 25 - 34 | <input type="checkbox"/> 65 +              |
| <input type="checkbox"/> 35 - 44 | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> 45 - 54 |  |

Q2 Are you completing this questionnaire mainly as a...?

- |   |  |
|---|--|
| <input type="checkbox"/> Hayling Island Resident                                | <input type="checkbox"/> Local business owner / representative           |
| <input type="checkbox"/> Havant Borough Resident (not living on Hayling Island) | <input type="checkbox"/> Representative of an organisation / stakeholder |
| <input type="checkbox"/> Worker on Hayling Island                               | <input type="checkbox"/> Representative of a campaign group              |
| <input type="checkbox"/> Regular visitor to Hayling Island                      | <input type="checkbox"/> Other (please specify)                          |

If other, please specify

Q3 Where are you visiting Hayling Island from...?

- |   |   |
|---|---|
| <input type="checkbox"/> Within Hampshire                 | <input type="checkbox"/> Within England     |
| <input type="checkbox"/> Within the South East of England | <input type="checkbox"/> Outside of England |

Q3a What is the name of the business you own / represent? We are asking for this information in order to look at the views of different groups. This information will only be used to analyse responses to this engagement.

Q3b What is the name of the organisation / stakeholder / campaign group you represent? We are asking for this information in order to look at the views of different groups. This information will only be used to analyse responses to this engagement.

Q4 In a typical year, how often do you visit Hayling Island seafront?

- Very often - at least once a week
- Often - at least twice a month
- Relatively often - at least once a month
- Not very often - at least once every 3 months
- Not often at all - at least once a year
- Never

Q5 What are your main reasons for visiting the seafront area? Please select all that apply

- |   |   |
|---|---|
| <input type="checkbox"/> Walking or dog walking | <input type="checkbox"/> Work   |
| <input type="checkbox"/> Jogging or running     | <input type="checkbox"/> Leisure (e.g. funfair, arcade or railway)  |
| <input type="checkbox"/> Socialising            | <input type="checkbox"/> Enjoying the natural environment or outdoors (such as the views and relaxing outdoors) |
| <input type="checkbox"/> Cycling                | <input type="checkbox"/> Golf   |
| <input type="checkbox"/> Motorcycling           | <input type="checkbox"/> Food and/or drink  |
| <input type="checkbox"/> Sailing                | <input type="checkbox"/> Visiting the beach   |
| <input type="checkbox"/> Swimming               | <input type="checkbox"/> Horse riding   |
| <input type="checkbox"/> Water sports           | <input type="checkbox"/> Other (please specify)   |

If other, please specify below

## A Seafront Ambition

These questions will cover the overarching aspirations and themes for the Hayling Island Seafront - these are detailed at Section 2.0 (pages 6 and 7) of the ambition document.

The ambition document can be viewed at [www.havant.gov.uk/ambition-hayling-island-seafront](http://www.havant.gov.uk/ambition-hayling-island-seafront).

Q6 How well do you feel the ambitions for Hayling Island seafront meets the needs of the local community?

- It exceeds the needs of the community
- It meets the needs of the community
- It does not meet all of the needs of the community
- It does not meet any of the needs of the community

Q6a Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs?

Q7 How important are each of the ambition principles to you?

	Very important	Important	Neither important nor unimportant	Not very important	Not important at all
Creating an exciting and modern seafront and marine leisure offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving sustainable access to the beach, enhance walking/cycling routes and move towards a car free future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protecting the unique character of the coastal landscape and enhance the natural environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responding to climate issues, creating low carbon footprints and proactive in protecting the coastline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating opportunities to support active lifestyles, health and well-being for residents and visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivering a new approach to managing the seafront to drive up resident and visitor experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8 The ambition document also highlights a number of areas of future potential and opportunities for Hayling Island seafront - these can be found on pages 10 to 13.

How important are these future potential and opportunities to you?

	Very important	Important	Neither important nor unimportant	Not very important	Not important at all
Creating a clear brand and identity for the seafront area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserving and enhancing areas of wilderness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging further commercial investment and job creation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving access to and across the seafront	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing a niche location for active pursuit and activity holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing an activity hub facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offering food, drink and other attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are there any other future potential or opportunities for Hayling Island seafront that you would like to add? If so, please do so here

## West Beach: A Focus for Nature & Activities

These questions will cover the key principles and concepts for the West Beach Area - these are detailed on pages 16 to 19 of the ambition document.

Some of the land in the West Beach area is an environmental designated site and is therefore protected for certain species of bird.

The ambition document can be viewed at [www.havant.gov.uk/ambition-hayling-island-seafront](http://www.havant.gov.uk/ambition-hayling-island-seafront).

Q9 How well do you feel that the aspirations for the West Beach meets the needs of the local community?

- It exceeds the needs of the community
- It meets the needs of the community
- It does not meet all of the needs of the community
- It does not meet any of the needs of the community

Q9a Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs?

Q10 How important are each of the ambition principles for the West Beach area to you?

	Very important	Important	Neither important nor unimportant	Not very important	Not important at all
Preservation of existing character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
'Blue Park' hub for water-based activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The area as a hub for health and wellbeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Screening wall between car park and beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artwork along the beachfront walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature walks referencing the island's history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi-generational social area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of signage and wayfinding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street food vendors and BBQ space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach hut provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extension of the Billy Trial to the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campervan / glamping area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overnight stay huts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Views off/from the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to bus routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 What, if anything, do you feel would add further value to the aspirations for the West Beach area? Please select all that apply

- |   |  |
|---|--|
| <input type="checkbox"/> Sympathy to local characteristics  | <input type="checkbox"/> Activity / sporting opportunities     |
| <input type="checkbox"/> Access to the area (including consideration of roads and public transport) | <input type="checkbox"/> Sympathy to local natural environment |
| <input type="checkbox"/> Recreational / Leisure facilities  | <input type="checkbox"/> Provision of food and drink           |
| <input type="checkbox"/> Employment opportunities   | <input type="checkbox"/> Suitable disabled access to the area  |
| <input type="checkbox"/> Housing opportunities  | <input type="checkbox"/> Nothing                               |
| <input type="checkbox"/> Tourism opportunities  | <input type="checkbox"/> Other                                 |

If other, please specify below

## Beachlands: A Place for Living & The Community

These questions will cover the key principles and concepts for the Beachlands Area - these are detailed on pages 20 to 23 of the ambition document.

The Beachlands includes environmentally designated land, privately owned space (such as the theme park area) and is in close proximity to the miniature railway.

The ambition document can be viewed at [www.havant.gov.uk/ambition-hayling-island-seafront](http://www.havant.gov.uk/ambition-hayling-island-seafront).

Q12 How well do you feel that the aspirations for Beachlands meets the needs of the local community?

- It exceeds the needs of the community  
 It meets the needs of the community  
 It does not meet all of the needs of the community  
 It does not meet any of the needs of the community

Q12a Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs?

Q13 How important are each of the ambition principles for Beachlands to you?

	Very important	Important	Neither important nor unimportant	Not very important	Not important at all
New flexible public space for local markets, events, outdoor seating and views of the sea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's play areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improved gateway to the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian friendly environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overnight or short-stay options overlooking the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach hut provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food and drink outlets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High quality residential apartments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to bus routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Barrier free access to the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach front walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seafront beacon structures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
World War II trail and COPP Memorial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relocation of parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural walks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 What, if anything, do you feel would add further value to the aspirations for the Beachlands area? Please select all that apply

- |   |  |
|---|--|
| <input type="checkbox"/> Sympathy to local characteristics  | <input type="checkbox"/> Activity / sporting opportunities     |
| <input type="checkbox"/> Access to the area (including consideration of roads and public transport) | <input type="checkbox"/> Sympathy to local natural environment |
| <input type="checkbox"/> Recreational / Leisure facilities  | <input type="checkbox"/> Provision of food and drink           |
| <input type="checkbox"/> Employment opportunities   | <input type="checkbox"/> Suitable disabled access to the area  |
| <input type="checkbox"/> Housing opportunities  | <input type="checkbox"/> Nothing                               |
| <input type="checkbox"/> Tourism opportunities  | <input type="checkbox"/> Other                                 |

If other, please specify below

## Eastoke: A Leisure & Events Offer

These questions will cover the key principles and concepts for the Eastoke Area - these are detailed on pages 24 to 27 of the ambition document.

Eastoke includes some environmentally designated spaces, and a key feature of this area is the railway line.

The ambition document can be viewed at [www.havant.gov.uk/ambition-hayling-island-seafront](http://www.havant.gov.uk/ambition-hayling-island-seafront).

Q15 How well do you feel that the aspirations for Eastoke meets the needs of the local community?

- It exceeds the needs of the community
- It meets the needs of the community
- It does not meet all of the needs of the community
- It does not meet any of the needs of the community

Q15a Why do you feel it does not meet any / all of the needs of the community? What could be done to meet these needs?

Q16 How important are each of the ambition principles for Eastoke to you?

	Very important	Important	Neither important nor unimportant	Not very important	Not important at all
Space for outdoor entertainment and events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor seating area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian friendly environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor kiosks providing food, drink and retail offering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach bar / restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New tourist and visitor centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High quality residential apartments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor gym equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rationalised car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restored Parkland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach front walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beach hut provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overnight stay huts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to bus routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sympathetic architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's play areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q17 What, if anything, do you feel would add further value to the aspirations for the Eastoke area?

- Sympathy to local characteristics
- Access to the area (including consideration of roads and public transport)
- Recreational / Leisure facilities
- Employment opportunities
- Housing opportunities
- Tourism opportunities
- Activity / sporting opportunities
- Sympathy to local natural environment
- Provision of food and drink
- Suitable disabled access to the area
- Nothing
- Other

If other, please specify below

Q18 Of the three areas as outlined in the ambition document (West Beach, Beachlands and Eastoke), which is the most important to you and why?

- |                                     |  |
|-------------------------------------|--|
| <input type="checkbox"/> West Beach | <input type="checkbox"/> Eastoke       |
| <input type="checkbox"/> Beachlands | <input type="checkbox"/> No preference |

Why is the West Beach area the most important to you?

Why is the Beachlands area the most important to you?

Why is the Eastoke area the most important to you?

Why do you have no clear preference for any of these areas on the seafront?

Q19 How did you hear about the Ambition for Hayling Island Seafront? Please select all that apply.

- Havant Borough Council website (<https://www.havant.gov.uk/>)
- Have with Havant website (<https://www.havewithhavant.co.uk/>)
- Havant Borough Council Facebook
- Havant Borough Council Nextdoor
- Havant Borough Council Twitter
- Other Havant Borough Council social media
- Friends/family/neighbours
- My local councillor
- Local press coverage
- Local community group
- Local business group
- Local residents' group
- Don't know
- Other

If other, please specify below

Thank you for your feedback. If you would like to be kept aware of future communications relating to this project, please provide your contact details below. This data will not be used for any other purpose and will be held in accordance with GDPR and the Data Protection Act. You can see a copy of our privacy policy here: [www.havant.gov.uk/privacy-policy](http://www.havant.gov.uk/privacy-policy)

Name

Email Address

If you have any queries regarding the 'An Ambition for Hayling Island Seafront' Document, please contact the team at email: [Regeneration@havant.gov.uk](mailto:Regeneration@havant.gov.uk)

Thank you for your time.

**Appendix G. Breakdown of Online Survey Respondents**

In total, 266 responses were received for this survey. The following charts provide a breakdown of those who responded to the survey:

**Age Breakdown of Respondents**

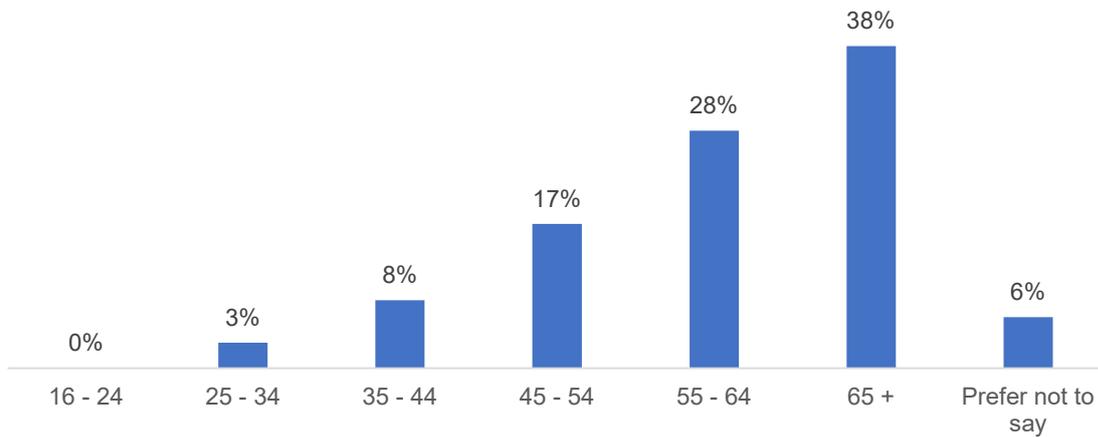


Figure 37 – Responses to Q1 – Which of the following age bands do you fall into?

**SAMPLE SIZE: 264**

**Breakdown of Respondent Type**

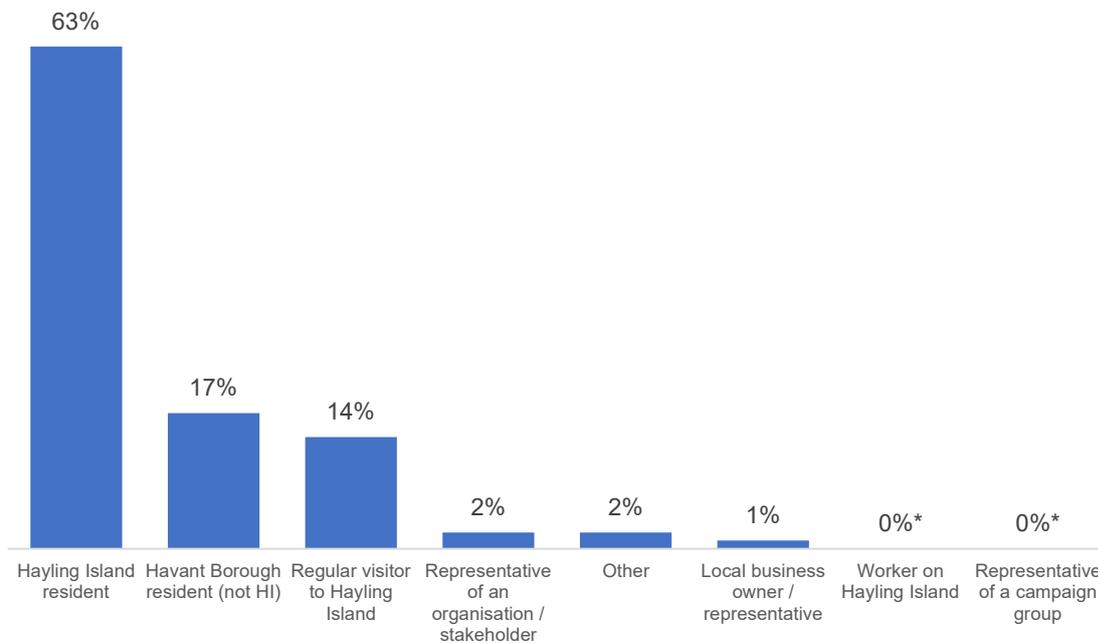


Figure 38 – Responses to Q2 – Are you completing this questionnaire mainly as a ...?

**SAMPLE SIZE: 264**

\*Please note response are greater than 0 but less than 1%

### Origin of Hayling visitors

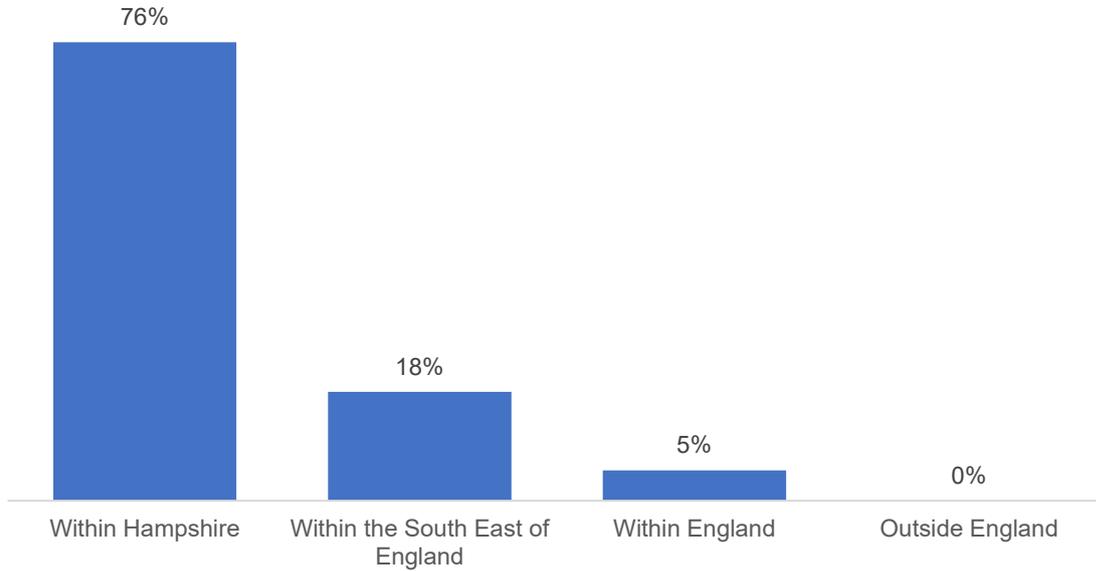


Figure 39 – Responses to Q3 – Where are visiting Hayling Island from ...? – note that this question was only asked of respondents who indicated that they were a ‘regular visitor to Hayling Island’ in response to Q2

**SAMPLE SIZE: 38**

### Typical number of visits to Hayling Island

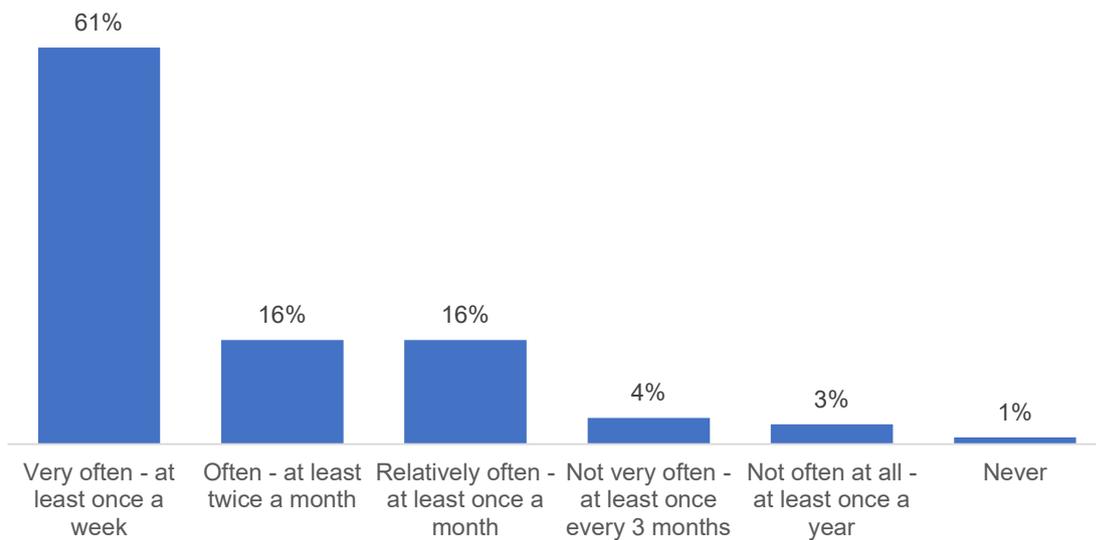


Figure 40 – Responses to Q4 – In a typical year, how often do you visit Hayling Island seafront?

**SAMPLE SIZE: 261**

### Main reasons for visiting Hayling Island seafront

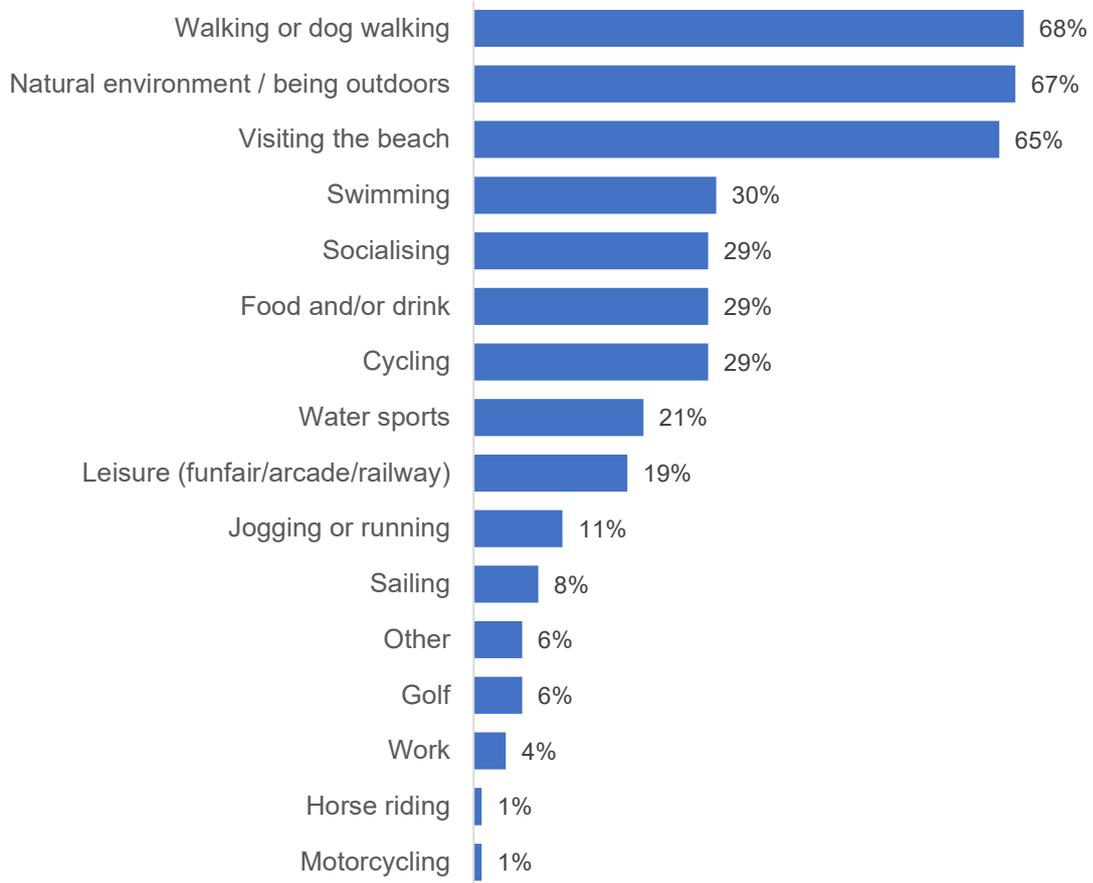


Figure 41 – Responses to Q5 – What are your main reasons for visiting the seafront area?

**SAMPLE SIZE: 263**

## Appendix H – Sub-group analysis of online survey responses

Differences by sub-group for those who agree the ambition principles meet or exceed the needs of the local community:

		Ambition principles meet or exceed the needs of the local community			
		Overarching aspirations (%)	West Beach (%)	Beachlands (%)	Eastoke (%)
<i>Base</i>		257	241	246	229
<i>Average</i>		40	51	54	59
Age	16-44	58*	70*	73*	71*
	45-54	42*	63*	67*	64*
	55-64	35	49	46	61
	65+	36	43	48	52
Respondent type	Hayling Island resident	34	45	46	51
	Havant Borough resident (not on HI)	44*	61*	65*	73*
	Regular visitor to HI	54*	71*	72*	74*
Frequency of visits to HI seafront	Very often – at least once a week	32	40	42	47
	Often – at least once or twice a month	51	65	65	73
	Not often – at least once every 3 months, at least once a year or never	45*	76*	89*	82*
Usage (only top activities with a base size higher than 50 have been included)	Walking / dog walking	41	47	50	51
	Enjoying natural environment	37	46	49	51
	Visiting the beach	39	49	51	51
	Swimming	44	53	50	53
	Socialising	42	48	47	52
	Food / drink	43	53	58	54
	Cycling	41	47	47	46
Water sports	49	60	60	58	

	Leisure	52	56	56	50
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*Figure 42 – Responses to Q6 – How well do you feel the ambitions for Hayling Island seafront meets the needs of the local community? / Q9 – How well do you feel the ambitions for the West Beach area meets the needs of the local community? / Q12 – How well do you feel the ambitions for Beachlands meets the needs of the local community? / Q15 – How well do you feel the ambitions for Eastoke meets the needs of the local community? – note that these results have been broken down by demographic questions asked for in the online survey*

**SAMPLE SIZE:** For sample sizes of demographic questions, please refer to Appendix G

\*indicates base lower than 50 as such these results have not been significance tested.

Highlights in grey indicate statistically significant difference from the average.

Differences by sub-group for those who feel the ambition principles do meet some or any of the needs of the local community:

		Ambition principles do not meet some or all of the needs of the local community			
		Overarching aspirations (%)	West Beach (%)	Beachlands (%)	Eastoke (%)
<b>Base</b>		257	241	246	229
<b>Average</b>		61	49	46	42
Age	16-44	42*	30*	27*	29*
	45-54	58*	37*	33*	36*
	55-64	65	51	54	39
	65+	64	57	52	48
Respondent type	Hayling Island resident	66	55	54	49
	Havant Borough resident (not on HI)	56*	39*	35*	27*
	Regular visitor to HI	46*	29*	28*	26*
Frequency of visits to HI seafront	Very often – at least once a week	68	60	58	53
	Often – at least once or twice a month	49	35	35	27
	Not often – at least once every 3 months, at least once a year or never	55*	24*	11*	18*
Usage (only top activities with a base size higher than 50 have been included)	Walking / dog walking	56	45	44	35
	Enjoying natural environment	59	43	43	34
	Visiting the beach	57	42	41	34
	Swimming	53	41	44	35
	Socialising	57	44	48	40
	Food / drink	55	42	37	34
	Cycling	53	43	43	38
	Water sports	47	33	31	24
	Leisure	46	36	38	38

Figure 43 – Responses to Q6 – How well do you feel the ambitions for Hayling Island seafront meets the needs of the local community? / Q9 – How well do you feel the ambitions for the West Beach area meets the needs of

*the local community? / Q12 – How well do you feel the ambitions for Beachlands meets the needs of the local community? / Q15 – How well do you feel the ambitions for Eastoke meets the needs of the local community? – note that these results have been broken down by demographic questions asked for in the online survey*

**SAMPLE SIZE:** For sample sizes of demographic questions, please refer to Appendix G

\*indicates base lower than 50 as such these results have not been significance tested.

Highlights in grey indicate statistically significant difference from the average.

		Importance of overall ambition principles					
		Protecting the unique character (%)	Responding to climate issues (%)	Creating opportunities to support active lifestyles (%)	Improving sustainable access to the beach (%)	Delivering a new approach (%)	Creating an exciting and modern seafront (%)
<i>Base</i>		257	255	256	258	255	246
<i>Average</i>		98	88	83	80	67	55
Age	16-44	100*	97*	97*	78*	81*	73*
	45-54	95*	93*	89*	84*	69*	58*
	55-64	99	93	87	85	63	57
	65+	98	83	75	75	68	49
Respondent type	Hayling Island resident	99	87	77	79	64	49
	Havant Borough resident (not on HI)	100*	93*	93*	80*	76*	64*
	Regular visitor to HI	94*	92*	94*	78*	68*	63*
Frequency of visits to HI seafront	Very often – at least once a week	98	87	79	83	65	52
	Often – at least once or twice a month	99	90	89	77	68	57
	Not often – at least once every 3 months, at least once a year or never	95*	80*	85*	70*	80*	60*
Usage (only top activities with a base size higher than 50 have been included)	Walking / dog walking	96	84	80	82	66	52
	Enjoying natural environment	96	85	79	79	62	47
	Visiting the beach	95	87	83	78	67	52
	Swimming	96	91	91	83	65	55
	Socialising	96	90	91	81	71	61
	Food / drink	96	91	84	80	76	70
	Cycling	96	89	86	82	66	55
	Water sports	98	96	91	87	65	58
Leisure	94	88	82	80	82	70	

*Figure 44 – Responses to Q7 – How important are each of the ambition principles to you? – note that these results have been broken down by demographic questions asked for in the online survey*

**SAMPLE SIZE:** For sample sizes of demographic questions, please refer to Appendix G

\*indicates base lower than 50 as such these results have not been significance tested.

Highlights in grey indicate statistically significant difference from the average.

		Importance of future potential and opportunities						
		Preserving and enhancing areas of wilderness (%)	Improving access to / across the seafront (%)	Offering food, drink and other attractions (%)	Encouraging further commercial investment (%)	Developing a niche location (%)	Providing an activity hub facility (%)	Creating a clear brand and identity (%)
<i>Base</i>		260	260	256	255	256	254	246
<i>Average</i>		95	75	62	52	45	45	37
Age	16-44	91*	81*	69*	45*	50*	58*	44*
	45-54	93*	73*	67*	64*	53*	51*	39*
	55-64	96	70	54	56	42	38	41
	65+	97	75	63	47	45	45	32
Respondent type	Hayling Island resident	95	74	59	52	45	44	38
	Havant Borough resident (not on HI)	93*	76*	67*	61*	40*	47*	39*
	Regular visitor to HI	100*	74*	61*	36*	50*	43*	27*
Frequency of visits to HI seafront	Very often – at least once a week	95	73	58	51	44	47	42
	Often – at least once or twice a month	95	74	71	52	49	44	32

	Not often – at least once every 3 months, at least once a year or never	95*	95*	60*	65*	40*	40*	25*
Usage (only top activities with a base size higher than 50 have been included)	Walking / dog walking	93	72	63	51	46	44	36
	Enjoying natural environment	95	75	60	49	43	44	35
	Visiting the beach	94	74	63	52	47	45	35
	Swimming	99	65	61	46	49	44	35
	Socialising	91	74	70	62	52	53	47
	Food / drink	91	84	80	72	57	59	43
	Cycling	96	75	61	53	53	51	33
	Water sports	96	65	58	51	56	55	40
	Leisure	90	90	82	64	62	60	44

Figure 45 – Responses to Q8 – How important are these future potential and opportunities to you? – note that these results have been broken down by demographic questions asked for in the online survey

**SAMPLE SIZE:** For sample sizes of demographic questions, please refer to Appendix G

\*indicates base lower than 50 as such these results have not been significance tested.

Highlights in grey indicate statistically significant difference from the average.

**Appendix I. Poster / business card advertising drop-in events**

Business cards:



Poster:

**HAVE YOUR SAY ON  
HAYLING SEAFRONT**

LET US KNOW YOUR AMBITIONS FOR THE SEAFRONT

**Thursday 11 November  
2pm-5.30pm**

**Saturday 13 November  
10am-1pm**

**Room 2, Hayling Island Community Centre,  
Station Rd, Hayling Island, PO11 0HB  
- access from Hayling Park side.**

Havant Borough Council wants to work with local residents, businesses and a range of other key stakeholders to develop and deliver ambitious and exciting plans to enhance the seafront and create an inspiring destination.

Join us at our exhibitions to find out more, or feedback your thoughts online **(before 21 November)** via the link below:

**[www.havewithhavant.co.uk/ambition](http://www.havewithhavant.co.uk/ambition)**

The events will be compliant with government covid guidelines.

**Havant**  
BOROUGH COUNCIL

## Appendix J. Draft Ambition Document Map Graphic



**Appendix K. Breakdown of drop-in event attendees**

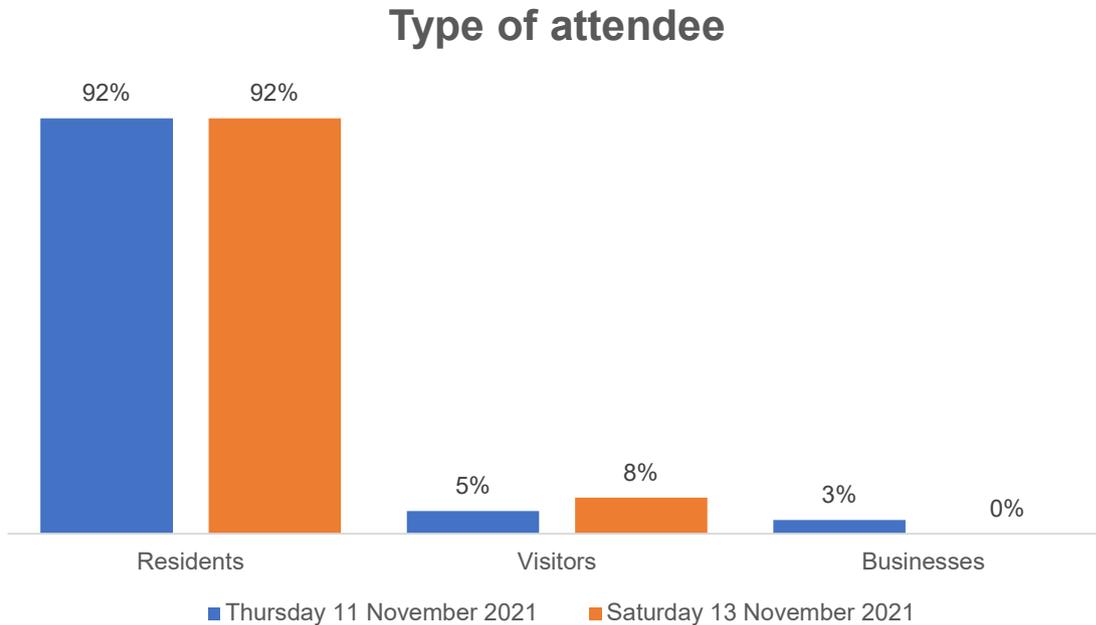


Figure 46 – Breakdown of attendees at the drop-in events by type of attendee – percentages are of the attendees of each day

**SAMPLE SIZE: 237**

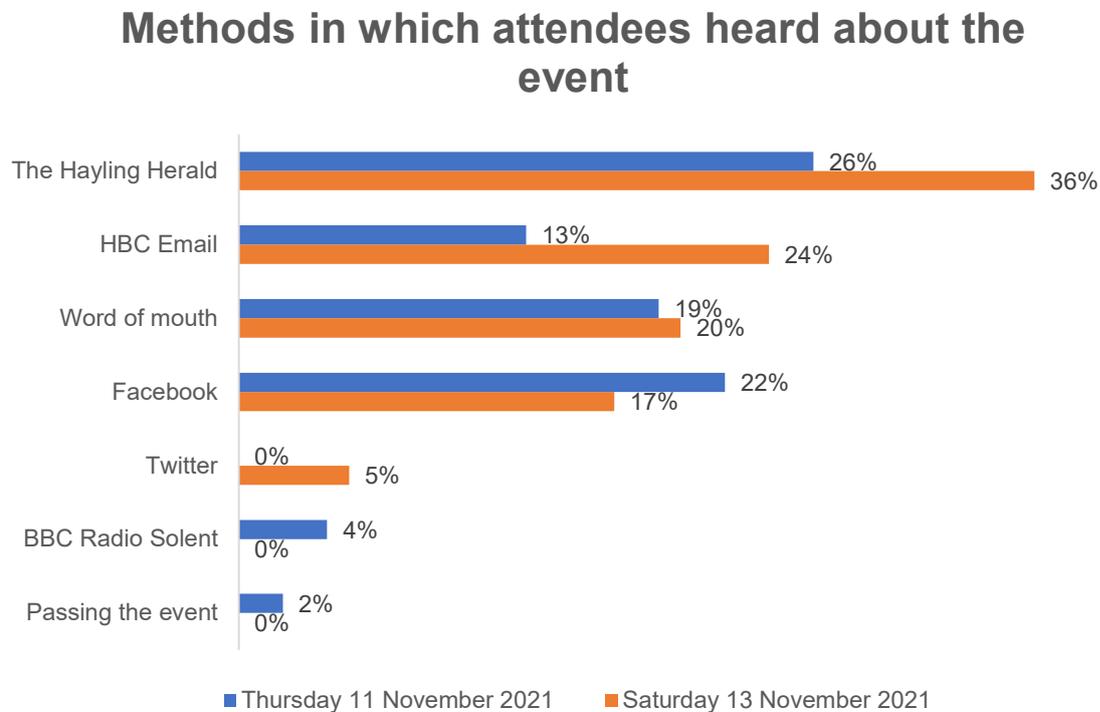
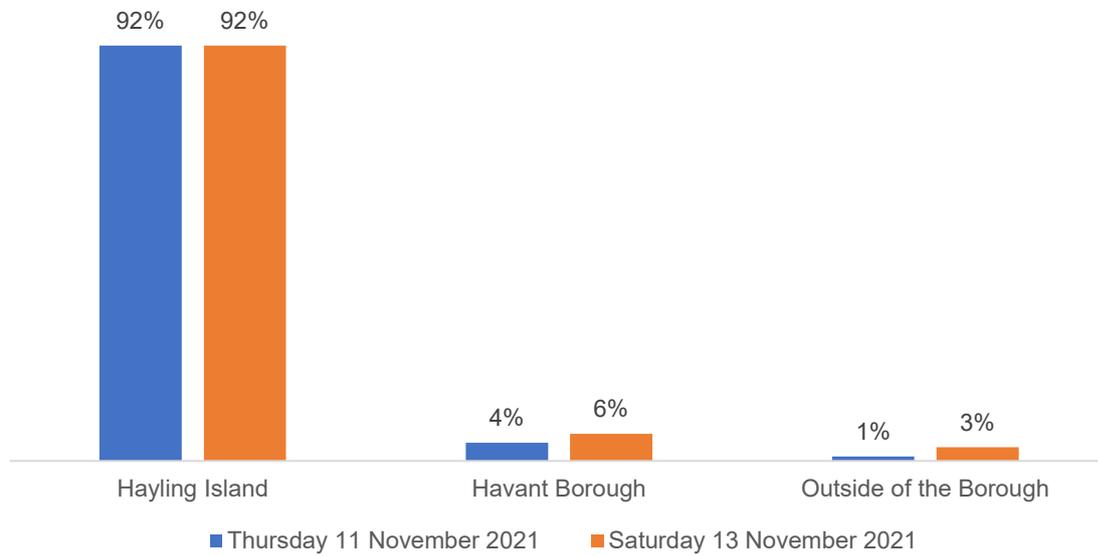


Figure 47 – Breakdown of attendees at the drop-in events by the method in which they heard about the event – percentages are of the attendees of each day

**SAMPLE SIZE: 237**

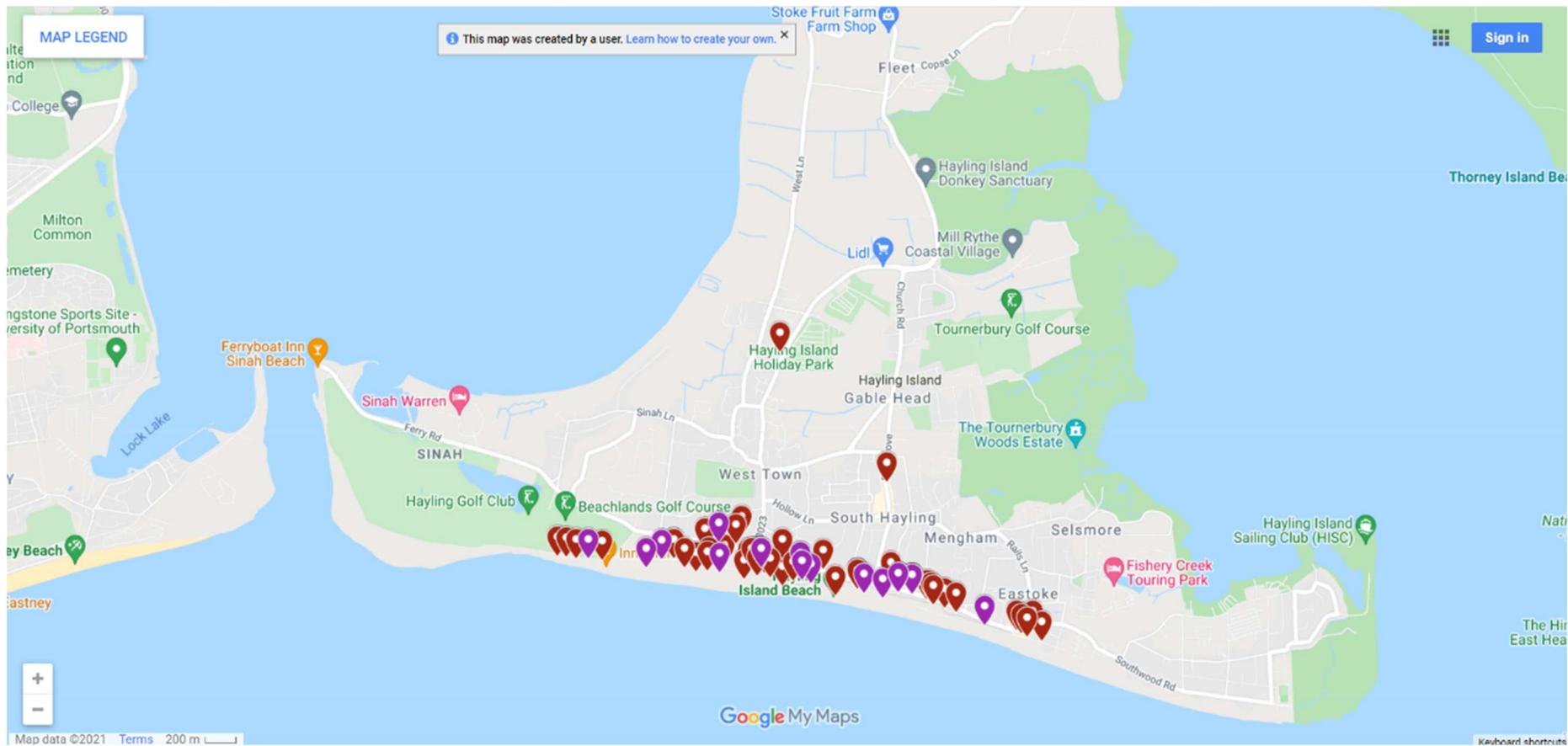
### Where attendees had travelled from



*Figure 48 – Breakdown of attendees at the drop-in events by where they had travelled from – percentages are of the attendees of each day*

**SAMPLE SIZE: 237**

## Appendix L. Online Mapping Tool screenshot



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