

**VALLEY GARDENS PHASE 3 (ROYAL PAVILION TO SEAFRONT)
PUBLIC CONSULTATION (October – November 2018)
SUMMARY REPORT
January 2019**

Methodology

A questionnaire was designed and set up to run online via the council's consultation portal. Paper questionnaires were made available, together with freepost reply envelopes. Postcards, giving a link to the survey, were posted to 1396 addresses in the vicinity of the area. In addition, posters and postcards were sent to the city's libraries and large sites, including Churchill Square shopping centre and the Royal Sussex County Hospital where visitor numbers are high, so that awareness of the consultation would be increased.

The council also organised exhibitions at Hove Town Hall (15-31 October, including an evening and weekend session) and then at Jubilee Library (1-21 November, including an evening and weekend session). Officers were available to answer questions from the public on a number of those days.

The consultation was also publicised via the council's website (including extensive information on the Valley Gardens Project pages). Social media was particularly successful in raising awareness via the council's main Twitter feed and also the Transport and Parking Twitter feed. Details of the consultation were also discussed at the local Transport Partnership Meeting and sent to local interest groups.

Results

Number of Responses

Source of responses	Number	%
Online	749	90.5
Paper Copies	67	8.1
Total	828	100

How did you hear about the consultation?	Number	%
Exhibition (includes): Jubilee Library (50) Hove Town Hall (10) Old Steine (2) Poster on railings (1)	78	9.4
Council website	157	19.0
Article in the press	115	13.9
Word of mouth	156	18.8
Social Media	174	33.1
Postcard	16	1.9
Other (includes): Poster on a bus (50) Council email (14) Library (6) Bricycles (4) Bus watch (2) Latest (2)	125	15.1
Total	821	100

Respondents by Postcode:

	BN1		BN2		BN3		BN41		BN other		Other	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Residents	230	36.5	276	43.7	98	15.5	9	1.4	18	2.9	0	0
Visitors	5	11.6	6	14.0	3	7.0	0	0	19	44.2	10	23.3
Students	8	44.4	6	33.3	3	16.7	0	0	0	0	1	5.6
Work in the area	53	35.3	52	34.7	18	12.0	0	0	22	14.7	5	3.3
Business Owner/ Manager	24	58.5	13	31.7	3	7.3	0	0	1	2.4	0	0
Local Interest Group	3	23.1	6	46.2	2	15.4	0	0	2	15.4	0	0
Total	258	34.7	299	40.2	108	14.5	10	1.3	54	7.3	15	2.0

A map of postcodes of respondents (where given) is shown in Appendix A of this report. Appendix B lists the names of business and local interest groups who identified themselves when responding to the survey.

Question 1 asks respondents about the usual type of transport they use to travel through the area. Questions 2 to 7 ask respondents whether they support proposals for walking, cycling and travelling by bus. Question 9 asks respondents if they have any comments on proposals to simplify the road layout in order to improve traffic flows and road safety in the area, and Question 10 enabled people to make any other comments.

'Open comments' boxes enabled respondents to comment on each topic. Some respondents wrote either the same type of response in the open comments boxes for each question or wrote on a different subject to the question being asked in the comments box heading. For this reason all comments have been merged and then themed for each subject area firstly by topic and then by Areas¹ (see plan in Appendix C). 90% of respondents (735) commented on proposals.

Appendix D includes the responses received to the equalities questions asked as part of the survey.

Q1 What form of transport do you use the MOST in the area?

Q1 Transport Type	Number	%
Bus	283	34.2
Cycle	147	17.8
Walk	224	27.1
Car (as driver)	110	13.3
Car (as passenger)	8	1.0
Taxi	8	1.0
Van/ Lorry	7	0.8
Motorbike	28	3.4
Wheelchair/ Mobility Scooter	3	0.4
Car Club	0	0
BTN Bikeshare	2	2.0
Coach	1	0.1
Other	1	0.1
Total	828	100

¹ Where specific areas have been mentioned

Q2 asked respondents to what extent they agreed with proposals that aim to improve walking and moving around in the area?

Q2 Widen pavements?	Resident		Business		Interest Group		Other ²		Total ³	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agree or Strongly agree	399	61.0	20	46.5	11	73.3	114	49.6	452	56.6
Neither Agree or disagree	108	16.5	8	18.6	2	13.3	49	21.3	141	17.6
Disagree or Strongly disagree	147	22.5	15	34.9	2	13.3	67	29.1	106	13.3
Total	654	100	43	100	15	100	230	100	799	100

Q2 Provide more direct walking routes?	Resident		Business		Interest Group		Other		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agree or Strongly agree	454	69.7	20	46.5	10	66.7	139	60.4	518	65.1
Neither Agree or disagree	89	13.7	14	32.6	4	26.7	44	19.1	122	15.3
Disagree or Strongly disagree	108	16.6	9	20.9	1	6.7	47	20.4	156	19.6
Total	651	100	43	100	15	100.0	230	100	796	100

Q2 Improve pedestrian crossing points?	Resident		Business		Interest Group		Other		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agree or Strongly agree	503	77.4	28	66.7	11	73.3	156	68.4	586	73.7
Neither Agree or disagree	63	9.7	8	19.0	3	20.0	35	15.3	83	10.4
Disagree or Strongly disagree	84	12.9	6	14.3	1	6.7	37	16.2	126	15.8
Total	650	100	42	100	15	100	228	100	795	100

² Other includes visitors, students, workers

³ Some respondents have ticked more than one choice eg they are both a resident and a worker in the area

Q2 More public space for pedestrians to sit and rest?	Resident		Business		Interest Group		Other		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agree or Strongly agree	381	52.3	20	46.5	7	46.7	102	44.7	435	54.6
Neither Agree or disagree	114	17.4	9	20.9	5	33.3	54	23.7	145	18.2
Disagree or Strongly disagree	159	24.3	14	32.6	3	20.0	72	31.6	217	27.2
Total	654	100	43	100	15	100	228	100	797	100

Q3 Do you have any other comments about these [walking] proposals?

The following table shows where similar comments have been made more than ten times in an 'open comments' box:

Q3 Comments on walking-related proposals	Residents	Businesses	Interest Groups	Other	Total
Public spaces will cause anti-social behaviour / more seating will attract anti-social behaviour	49	2	0	18	63
Pedestrians and cyclists should be kept separate	38	3	1	10	50
In favour of walking and mobility proposals	41	4	0	8	48
Need more crossings / countdown crossings / not puffin / diagonal / shorter waiting times/ pedestrians right of way at crossings	35	1	1	8	46
Against the walking proposals / it's ok as it is	33	3	0	15	44
No pavement clutter	6	0	0	1	11

Q4 asked respondents to what extent they agreed with proposals that aim to improve cycling through the area?

Q4 Improved cycle routes?	Resident		Business		Interest Group		Other		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agree or Strongly agree	407	62.4	18	42.9	11	73.3	91	57.6	465	58.5
Neither Agree or disagree	118	18.1	8	19.0	2	13.3	29	18.4	142	17.9
Disagree or Strongly disagree	127	19.5	16	38.1	2	13.4	38	24.1	188	23.7
Total	652	100	42	100	15	100	158	100	795	100

Q4 Improved cycle crossings	Resident		Business		Interest Group		Other		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agree or Strongly agree	385	59.7	18	42.8	10	66.7	119	52.9	442	56.1
Neither Agree or disagree	136	21.1	9	21.4	4	26.7	48	21.3	167	21.2
Disagree or Strongly disagree	125	19.3	15	35.7	1	6.7	58	25.8	179	22.7
Total	646	100	42	100	15	100	225	100	788	100

Q4 Increased Cycle Parking?	Resident		Business		Interest Group		Other		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agree or Strongly agree	353	54.6	16	41.0	11	73.3	113	50.9	406	51.8
Neither Agree or disagree	163	25.3	10	25.6	3	20.0	54	24.3	197	25.1
Disagree or Strongly disagree	130	20.1	13	33.3	1	6.7	55	24.8	181	23.1
Total	646	100	39	100	15	100	222	100	784	100

Q5 Do you have any other comments about these [cycling] proposals?

The following table shows where similar comments have been made more than ten times in an 'open comments' box:

Q3 Comments on walking-related proposals	Residents	Businesses	Interest Groups	Other	Total
Public spaces will cause anti-social behaviour / more seating will attract anti-social behaviour	49	2	0	18	63
Pedestrians and cyclists should be kept separate	38	3	1	10	50
In favour of walking and mobility proposals	41	4	0	8	48
Need more crossings / countdown crossings / not puffin / diagonal / shorter waiting times/ pedestrians right of way at crossings	35	1	1	8	46
Against the walking proposals / it's ok as it is	33	3	0	15	44
No pavement clutter	6	0	0	1	11

Q6 asked respondents to what extent they agreed with proposals that aim to improve the area for bus passengers?

Q6 Provide new bus stops?	Resident		Business		Interest Group		Other		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agree or Strongly agree	309	47.4	14	32.6	5	33.3	91	39.9	348	43.8
Neither Agree or disagree	159	24.4	11	25.6	5	33.3	54	24.3	190	23.9
Disagree or Strongly disagree	184	28.2	18	41.9	5	33.3	83	37.4	257	32.4
Total	652	100	43	100	15	100	228	100.0	795	100.0

Q6 Improvements to make it easier to get on and off buses?	Resident		Business		Interest Group		Other		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agree or Strongly agree	383	59.1	16	38.1	8	53.3	112	50.5	434	54.9
Neither Agree or disagree	133	20.5	9	21.4	4	26.7	47	21.2	160	20.2
Disagree or Strongly disagree	132	20.4	17	40.4	3	20.0	68	30.0	197	24.9
Total	648	100	42	100	15	100	227	100	791	100

Q6 Improved walking routes to get to and from bus stops?	Resident		Business		Interest Group		Other		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%
Agree or Strongly agree	392	60.8	17	40.5	10	66.7	120	53.3	454	57.6
Neither Agree or disagree	118	18.3	12	28.6	3	20.0	41	18.5	141	17.9
Disagree or Strongly disagree	135	20.9	13	31.0	2	13.3	64	28.4	193	24.5
Total	645	100	42	100	15	100	225	100.0	788	100

Q7 Do you have any other comments about these [bus passenger] proposals?

The following table shows where similar comments have been made more than ten times in the 'open comments' box:

Q7 Comments on bus-related proposals	Residents	Businesses	Interest Group	Other	Total
Keep the Art Deco shelters in place and continue to use them as bus stops / keep the road on the west side	115	12	0	60	167
Bus congestion and journey time will increase / improve reliability / minimise bus disruption	73	6	2	22	103
Not enough bus stops / not enough room for passengers waiting	56	5	1	27	85
Keep bus lanes / don't lose bus priority	59	2	1	25	83
Not enough room for buses to travel North on the East side / will cause congestion and pollution	52	9	2	29	78
Leave it as it is / against the proposals	43	3	0	16	61
New bus stops are too far apart / too far to walk / doesn't work for the elderly or disabled	32	1	0	6	40
Relocate the art deco shelters to the new bus stops	30	1	0	12	39
Not enough bus capacity at Castle Square / North St / No room here for a bus interchange	24	0	0	5	28
Agree with the proposals put forward by Brighton and Hove buses	21	3	0	9	24

Q8 asks respondents for comments on what ideas they have for how the 'Art Deco' bus shelters might be used, and what ideas they have for how the new proposed public spaces might be used. The following tables show where similar comments have been made more than ten times in the 'open comments' box:

Q8 Respondents' ideas for future use of 'Art Deco' bus shelters	Residents	Businesses	Interest Group	Other	Total
Cafes / coffee shops / kiosks	78	4	0	24	97
Art / history displays / sketching areas / social projects	68	3	0	31	81
Tourist information / transport tickets / sightseeing tour/ booking office	50	2	1	15	69
Seating / resting / rain shelter	48	2	0	20	66
Shops (pop ups) news-stands/ florists / hairdressers	31	46	1	20	46
Relocate for new uses / relocate to serve the new bus stops	30	1	0	12	39
They will be/ don't let them be used for anti-social behaviour	29	4	0	7	31
Bike racks / cycle storage / cycle maintenance places	20	2	2	11	24
Busking / live music area / entertainment	21	0	1	6	23
Toilets	11	0	0	4	18

Q8 Respondents' ideas about uses for public spaces	Residents	Businesses	Interest Group	Other	Total
Art exhibitions student / photography	18	1	0	5	19
Events / entertainment / speeches / buskers	9	0	0	2	14
Children's area	6	0	0	1	8
Shelter / picnic spots	8	0	0	2	8
Should fit in with heritage i.e. not a skate park	4	1	0	1	4
Restore Dolphin fountain	4	0	0	0	4
Exercise / sports equipment/outdoor gym / dancing / fitness / ice rink	2	0	0	1	3
Environment projects community garden plots	2	0	0	0	2
Bird Aviaries / dog parks	1	0	0	0	1

Respondents also used this question to explain their concerns or what they didn't want to happen in the proposed public spaces:

- 63 respondents said they wanted less seating, or that seating /public spaces could attract anti-social behaviour
- 61 said that the designs are uninspiring / include too much concrete (hard surfaces) / or need more trees / plants / greening
- 26 respondents said that public spaces next to roads are a bad idea / will be polluted/ need screening from the road
- 20 respondents did not want new public spaces
- 16 respondents said that new areas would need wardens/ CCTV/ lighting and that they should be safe for women at night.

Q9 asks respondents if they have any comments about proposals to simplify the road layout in order to improve traffic flows and road safety in the area. The question is subdivided into four sections and asks for comments on:-

- The road layout on the east side of Steine Gardens and Old Steine;
- The road layout on the west side of Steine Gardens;
- Parking; and
- The Palace Pier Junction

The following tables show where similar comments have been made more than ten times in the 'open comments' boxes:

Q9a Road layout on the east side of Steine Gardens and Old Steine?	Residents	Businesses	Interest Group	Other	Total
Cycle route should not cross pedestrian space north of Art Deco bus shelters / no shared space / Cycle lane should be complete / Don't like the two way cycle lane / needs to be continuous / segregated	85	5	2	21	106
Keep / need bus lanes / Buses should have priority	59	2	0	25	83
Not enough room for buses to travel North on this side Will cause congestion / delays / pollution / two lanes not wide enough	52	9	2	29	78
In favour of the proposals	48	2	0	24	58
Cycle route should be away from traffic / buses / raised and separate	30	3	0	15	39
Against the proposals / ok as it is	21	4	0	15	30
Reducing parking affects businesses / keep loading bays / Doctors surgery needs parking	22	4	0	8	31
Cycle route should be on the West side not the East	10	1	0	8	16
Current interchange works well here for bus layovers / no provision for services terminating here	10	0	0	0	14
Don't remove loading bays for resident and business deliveries / Bays 5-14 should be loading only	12	1	0	4	14
Will be bad for residents and businesses on the east side	9	0	0	3	12

Q9b Road layout west side	Residents	Businesses	Interest Group	Other	Total
Keep the 'Art Deco' bus shelters as they area	115	12	0	60	167
Keep a west side road by 'Art Deco' shelters	27	3	1	21	50
In favour of proposals	24	2	0	11	31
Not enough bus capacity/ no room for bus interchange	24	0	0	5	28
Against proposals	13	3	1	6	18
Need pick up / drop off areas / taxi rank	10	1	0	3	17

Q9c Parking proposals	Residents	Businesses	Interest Group	Other	Total
There should be no parking in the city centre / loading only	90	4	0	32	110
Want more parking, don't reduce parking, want cheaper parking	44	8	0	24	61
Reduced parking affects businesses / keep loading bays / Doctors surgery needs parking	10	3	0	4	17
Need plenty of disabled bays	13	3	0	2	22
Want more motorcycle parking	11	3	3	16	21
Need pick up / drop off areas / taxi rank	10	1	0	3	17

Q9d Palace Pier junction	Residents	Businesses	Interest Groups	Other	Total
Against removing the roundabout/ keep it as it is / it will increase journey times	131	22	1	53	168
In favour of the roundabout changing to a junction	85	4	1	35	103
Want north-south cycle	52	3	3	15	62

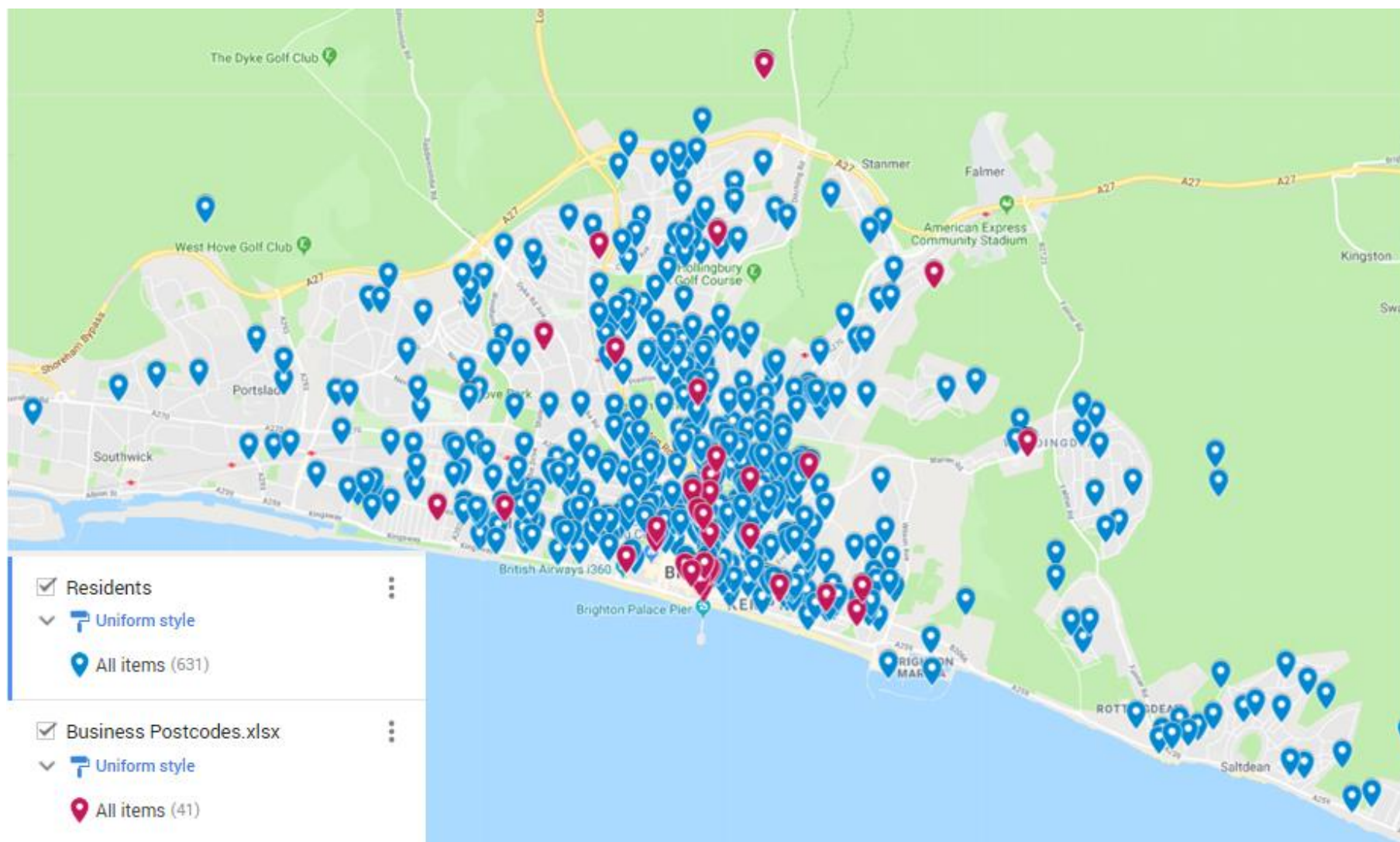
Q9d Palace Pier junction	Residents	Businesses	Interest Groups	Other	Total
lane to link with east-west cycle lane					
Madeira Drive entrance / exit inadequate / will cause congestion at Dukes Mound	20	2	0	9	29
Don't make Madeira Drive one way	12	3	0	7	17
Keep pedestrians and cyclists separate on the east-west cycle route	10	0	2	5	15
Want bigger roundabout / like 7-Dials roundabout	6	0	0	7	10

Q10 asks respondents if they have any other comments on any of the scheme proposals. The following table shows where similar comments have been made more than ten times in the 'open comments' box:

Q10 Any other comments	Residents	Businesses	Interest Groups	Other	Total
Against Scheme / OK as it is / not a priority	67	10	0	34	101
In favour of scheme overall	60	3	1	25	74
Will increase congestion/ reduce air quality	52	9	0	23	73
Consultation: Can't see the bus lanes/ parking/ poor design / can't read the map / haven't understood new bus routes / change in shelter use / loaded questions	31	3	1	12	44
Don't reduce the number of traffic lanes / space for traffic / too narrow	23	2	0	10	34
There should be less / no cars in the city centre	19	2	0	9	23
Not enough consideration for car drivers / anti – car scheme	13	0	0	4	15

Map of responses

Appendix A



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Appendix B

Businesses (where named)

- 2AJO Ltd
- Adelaide House Hotel
- Angel and Sons Computer Solutions
- Battle of Trafalgar PH
- Beach Without Sand Brighton Spiegel tent
- Bone Idol Brighton Limited
- Brew dog
- Brighton Housing Trust
- Brighton Language College
- Brighton Palace Pier
- Coats Interiors Ltd
- Design Brighton Ltd
- Diamond Electrical Solutions Ltd
- Graves Son & Pilcher LLP
- Healys LLP
- Herbert & Ward (Southern)
- JM Environmental
- Kings Carpets
- Latest CIC
- M Dean
- Massey Group Ltd
- Mind Matters
- Norwood Office Services
- Pyromania Fireplaces Ltd
- Royal Albion Hotel
- Sabai Thai Gastrobar
- Toby Smith Construction
- Transport Initiatives

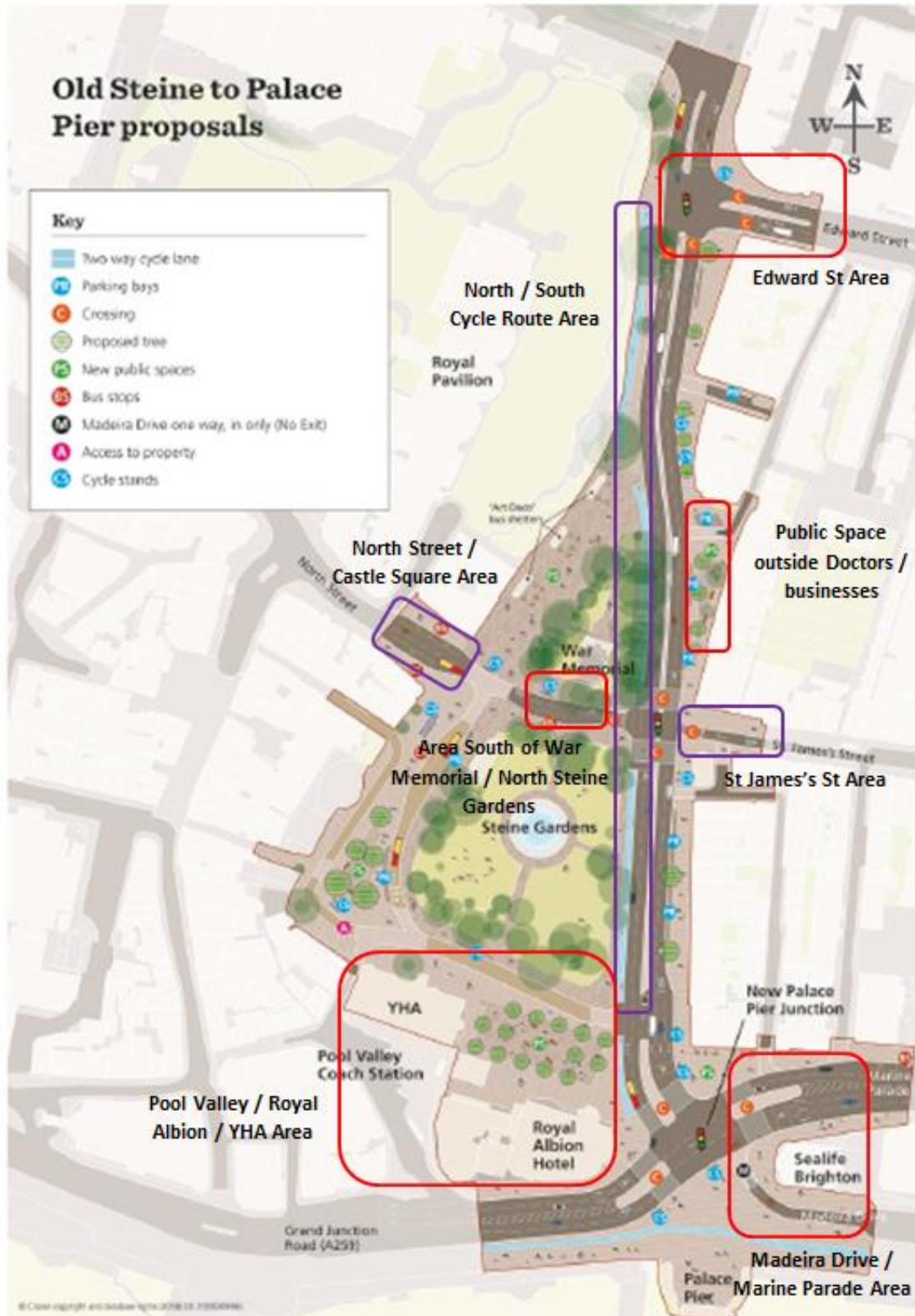
Local Interest Groups: (where named)

- Bricycles and Cycling UK (local campaigner).
- Brighton Bus Watch
- Brighton Motorcycle Action Group
- Economic Development BHCC
- Bus User Group
- Motorcycle Action Group (Brighton branch)
- Save madeira terraces raffle groups
- St James Street Action Group Committee Member
- Turner Community Project
- The Kingscliffe Society
- The Living Coast
- WIMA

Comments by Areas

Appendix C

Respondents also made comments about specific areas which were not directly asked about in the consultation. Tables relating to these areas follow the plan.



Edward Street

Comment	Residents	Businesses	Interest Groups	Other	Total
Redirect some traffic through Edward Street to relieve congestion at the Palace Pier junction	6	1	0	3	8

North / South Cycle Route

Comment	Residents	Businesses	Interest Groups	Other	Total
Cycle route should be continuous, no shared space, cycle route should not cross the pedestrian space north of Art Deco bus shelters	85	5	2	21	106
Cycle route should be away from the traffic and buses / raised and separate	30	3	0	15	39
Cycle route should be on the West side of the area not the East	10	1	0	8	16
Current route between Edward St and Palace Pier needs to be improved for cycling	2	0	1	0	2

North Street / Castle Square

Comment	Residents	Businesses	Interest Groups	Other	Total
Not enough bus capacity / no room for bus interchange	24	0	0	5	28

Pool Valley / Royal Albion Hotel/ Youth Hostel Association

Comment	Residents	Businesses	Interest Groups	Other	Total
Need pick up / drop off areas / taxi rank	10	1	0	3	17
Turning into Pool Valley not covered / How will coaches get in and out	4	0	0	2	8
Pool Valley is terrible / needs redeveloping / should be included in plans	4	0	0	0	4
Want / need a bus stop at the South end of Steine Gardens	2	0	0	1	3
Cyclists should be routed to the seafront via Pool Valley	1	0	0	0	2

Madeira Drive / Dukes Mound / Marine Parade

Comment	Residents	Businesses	Interest Groups	Other	Total
Entrance / Exit inadequate/ how to cars get out / Dukes Mound not adequate / will cause congestion	20	2	0	9	29
Don't want Madeira Drive one way	12	3	0	7	17
Want an east-west cycle route along Marine Parade	5	0	0	3	5

St James's St

Comment	Residents	Businesses	Interest Groups	Other	Total
St James's St needs to be included in the plans	4	1	0	3	6
Cycle route at St James's St comes to a halt	4	0	0	0	7
How do you get to St James's St	5	0	0	1	7
There are no bus stops at the bottom of St James's	3	0	0	0	3

Comment	Residents	Businesses	Interest Groups	Other	Total
St / no bus access					

Public Space outside Doctors Surgery / Sainsbury's

Comment	Residents	Businesses	Interest Groups	Other	Total
Reducing parking here affects businesses / keep the loading bays / Doctors surgery needs parking	10	3	0	4	17

South of War Memorial / North of Steine Gardens

Comment	Residents	Businesses	Interest Groups	Other	Total
Not enough space for bus stops here	8	0	0	2	10

Demographic Information

Appendix D

Age	Number	%
U18	2	0.3
18-24	30	5.0
25-34	105	17.5
35-44	106	17.7
45-54	143	23.9
55-64	107	17.9
65-74	82	13.7
75+	24	4.0
Total	599	100

Gender	Number	%
Male	402	60.3
Female	260	39.0
Other	5	0.7
Total	667	100

Do you identify as the gender you were assigned at birth?	Number	%
Yes	600	97.4
No	16	2.6
Total	616	100

Disability	Number	%
Yes, a little	89	13.6
Yes, a lot	40	6.1
No	525	80.3
Total	654	100

Of those people who answered “yes”, their disabilities were stated as follows:

Please state the type of impairment which applies to you.	Number
Physical impairment	73
Sensory impairment	18
Learning disability/ difficulty	10
Long-standing illness	39
Mental health condition	18
Development condition	1
Autistic Spectrum	5
Other	23

Ethnic Origin		Number	%
White	White English/ Welsh/ Scottish/ Northern Irish/ British	536	82.8
	Irish	12	1.9
	Gypsy or Irish Traveller	1	0.2
	Any other white background	57	8.8
	Asian or Asian British		
	Bangladeshi	1	0.2
	Indian	6	0.9
	Pakistani	1	0.2
	Chinese	1	0.2
	Any other Asian background	5	0.8
Black or Black British	African	3	0.5
	Caribbean	1	0.2
	Any other Black background	1	0.2
Mixed	Asian & White	8	1.2
	Black African & White	3	0.5
	Black Caribbean & White	2	0.3
	Any other mixed background	7	1.1
Any other ethnic group	Arab	0	0
	Any other ethnic group	2	0.3
Total		647	100

Sexual Orientation	Number	%
Bisexual	20	3.5
Gay Man	89	15.5
Heterosexual/ straight	438	76.3
Lesbian/ Gay Woman	23	4.0
Other	4	0.7
Total	574	100

Religious Belief	Number	%
I have no particular religion or belief	311	51.3
Buddhist	4	0.7
Christian	139	22.9
Hindu	2	0.3
Jain	0	0
Jewish	9	1.5
Muslim	2	0.3
Pagan	7	1.2
Sikh	1	0.2
Agnostic	32	5.3
Atheist	81	13.4
Other	7	1.2
Other philosophical belief	11	1.8
Total	606	100

Are you a carer	Number	%
Yes	50	7.8
No	593	92.2
Total	643	100

If yes, do you care for a:	Number
Parent	18
Partner or Spouse	15
Child with special needs	7
Friend	2
Other family member	83
Other	3

Armed Forces	Yes		No	
	Number	%	Number	%
Are you currently serving in the UK armed forces?	2	0.3	597	99.7
Have you ever served in the UK armed forces?	24	4.0	577	96.0
Are you a member of a current or former serviceman or woman's immediate family/ household?	12	2.0	574	98.0