



Shoreham Society

Survey 2020 Report

A voice for Shoreham-by-Sea

*The Shoreham Society is an independent voice
for all who care about the town of Shoreham-by-Sea.
Its remit covers planning, conservation, development, the
local economy, environmental issues and general local interest.*

Shoreham Society Survey 2020

Introduction

In August and September this year the Shoreham Society conducted its largest ever survey to find out what matters most to people who live in Shoreham. We made full use of print and email, newspapers and magazines, and social media to reach as many people as possible across all sections of the community in Shoreham during these difficult times.

We were delighted by the scale of the response and the thoughtful comments you made. **668 people** completed the survey and made over **2,700 comments** to our open-ended questions. It gives us confidence that the views you expressed are representative of the people of Shoreham as a whole and provide a firm basis for the conclusions we have drawn and the future direction we should take. This report is our summary of what you have said.

Five Themes

We have distilled your views into five themes, illustrated them with quotes and ideas from your comments, and given our take on what needs to be done in response to them. They are:

Bringing People Together

Preserving Shoreham's strong sense of community through changing times

Having a Local Say

Voicing concerns and being listened to on development matters that affect us all

A Vibrant Town Centre

Taking care that the heart of Shoreham is an accessible, inclusive and enjoyable place to go

Getting Around in Shoreham

Dealing with the tensions and challenges of traffic, parking, cycling and public transport

Loving Where We Live

Protecting Shoreham's natural environment of river, beach and Downs now and for the future

Nine Charts

The charts in the second half of the report show results from the questions in which you were asked to tick boxes. They show the extent to which you agree or disagree with a range of statements, what would encourage you to spend more time in the town centre, the overall profile of everyone who completed the report and how you would like to get more involved.

Next Steps

In the coming months we will translate these insights, ideas and wishes into some realistic goals and practical activities that the Shoreham Society can do, with your help, to improve the town, protect its heritage and influence its future.

Thank you to all who participated and look out for more news from the Shoreham Society!

Bringing People Together

Your Views

The vast majority of people in Shoreham feel a part of the community, value its friendliness and enjoy its varied events and activities. However a significant minority feel out of it. Some newer residents say they do not feel welcome and struggle to find out about local activities.

On some subjects there are strong and divided opinions. Many dislike the new housing developments and are fearful that they will lead to Shoreham being a commuter town with no “heart”. But others welcome the energy, skills and diversity of incoming people.

Some say more parking is needed. Others believe cycling could help support getting about more easily.

You spoke of a divide between young and old. Some of you want to improve facilities for young people. But others worry about loud and aggressive teenage behaviour.

There’s also a feeling that crime and anti-social behaviour are on the increase and need tackling.

Our Take

To ensure that Shoreham’s ‘heart’ beats strongly, more may need to be done to bring diverse groups of people together. There is a desire to close the gaps between sectors of the community.



An increasingly holistic view will need to be taken by all the relevant authorities on the wider impact of development and growth. Engagement with the whole community on all traffic and parking issues will help unite the community and improve how the town functions.

More readily available information about local events, activities and amenities would help to involve people more and bring them together.

Development and growth present challenges but they should not be insurmountable. The strong community spirit already here can be fostered and harnessed, with the Council’s support, for the benefit of everyone in Shoreham to share and enjoy.



Your Ideas

-  *More information boards*
Shoreham train station - this station is stunning and should be celebrated!
Tourism needs promoting as does Shoreham’s heritage
More public slipways for Kayakers/Stand Up Paddleboarders
Holding McDonalds to account over littering generated by their customers
More police/PCSOs getting to know residents and ‘nipping problems in the bud’
Building resilience and transitioning to a more sustainable fair local economy 

Having a Local Say

Your Views

Overall, very few think that new buildings are well designed or that their views about future building development are listened to. Many are concerned that genuinely affordable housing is being squeezed out, with consequences for the young and less well off. Typical views are:

“ The area is being over-developed by the property developers. The sites are too dense and too tall. Increasing population without the infrastructure to support. Roads, schools, doctors etc. ... stop the developments. We've had enough. ... not allowing new developments that risk overcrowding, increasing pollution, potential flooding There are too many people moving in with no respect for the local history Shoreham is becoming a commuter town... ”

Our Take

Lack of land in Shoreham combined with government targets for new housing numbers has led to high density developments on brownfield and flood plain sites. The visual impact of this is ever more striking, changing the look of what was a small town. The impact on existing residents is felt in terms of increased traffic and pressure on other infrastructure such as secondary school places.

Despite the efforts of developers and the council to engage the community in the plans for new developments in Shoreham, many people still feel ignored.



The new residents are a source of ideas, energy and could be made welcome in all kinds of ways to add to our Shoreham-by-Sea community that is tolerant, caring, vibrant and varied.

Your Ideas

“ Listen to the community more! Emphasis on better town planning More infrastructure and schools and doctors and social housing Ensuring developers pay for good community facilities Develop council owned buildings on Adur Rec to be genuine all encompassing community centre Build a new school for primary and secondary to show how our children are important to us and we are thinking of the future ”

A Vibrant Town Centre

Your Views

People think Shoreham could be so much better. You would love to see a wider range of and more independent shops and a street environment that is given some TLC!

*“ It has become very shabby over the past five years - needs much more TLC
Needs some TLC centre of Shoreham - it's a focal point, let's make it fabulous! ”*

Some people are concerned about seeing increases in begging, crime and anti-social behaviour. However, when asked what would encourage people to spend more time in town centre, only 12% of you said Feeling Safer.

Many of you want to preserve and improve upon the Farmers' Market and other 'on-street' activities with more community events to encourage you to spend more time in the town centre. Another prominent theme is a desire to see more plants, trees and shrubs, and places to sit outside in the town centre.

Our Take

The new footbridge and the pedestrianisation of East Street have proved to be hugely popular. Perhaps pedestrianisation could be taken further up East Street and beyond.

An increase in the number of benches, shrubs and trees might go hand-in-hand with the pedestrianisation to make the street environment more welcoming.

People need to be encouraged to walk or cycle into the town, not only for their health, but to reduce the traffic and pressure on parking. Cyclists need more safe cycle routes into the town and secure places to leave bicycles in the centre.

A vibrant pedestrian-friendly corridor from the railway station to the river and beach is a desirable and achievable objective, but the High Street should not be neglected. Traffic and pollution are problems which have no easy solutions, but implementing some of the ideas you have suggested for getting around in Shoreham would encourage businesses to locate there and more people to visit.

Your Ideas

*“ A cohesive plan for shopping that encourages diversity and innovation
Increase pedestrianisation, start by extending the East Street zone
Pond Road needs to become a community square
Provide many more bike racks
Better segregation of cyclists to make it safe for pedestrians, especially the elderly and children
A bus service that runs late into the evening for residents who live at the top of Shoreham
Provide more places for people to sit – not just St Mary's Church or in the High Street
Maintaining green spaces, flower beds and pots around the town
Bring back events such as the Bath Tub Race, Riverfest and the art trail ”*

Getting Around in Shoreham

Your Views

The traffic concerns you more than anything else – its impact on health, the environment and the general quality of life. People want fewer cars in the town centre, and more pedestrian areas with safe access for cyclists.

Parking is a sore point – both in the town centre and at the beach. For many, lack of parking discourages them from coming into town. Town centre residents feel that too many commuters leave their cars in the centre. Beach residents feel that too many holiday makers bring their cars. Although there are different opinions about parking, all agree that something needs to be done.

Better transport around town was one thing that many said would make you proud to be associated with Shoreham. These are some of the things you said you want:

“ *Less traffic*
Reduce air pollution
Better public transport
Safe cycle lanes
Transport as if people matter ”



Our Take

The growth of traffic is a major threat to the future well-being of Shoreham unless effective action is taken. Practical steps are needed to reduce traffic, manage it better, deal with the parking chaos, make the centre more pedestrian-friendly, and promote alternatives to cars for getting around in Shoreham.

The relevant authorities need to have a vision and to implement a plan for sustainable, people-centred transport to meet the challenges from future development and growth.

Your Ideas

“ *Traffic calming scheme*
20 mph speed limit in the High Street
More and fast-acting pedestrian crossings
Better public transport in and around Shoreham particularly to the north
Residents parking voucher scheme
Better turnover of the on-street town centre parking
No car parking on north side of High Street
Re-opening the subway for pedestrians by the station
Better cycleways in and around the town
Notices stating where cycling is not allowed and where pedestrians have priority ”

Loving Where We Live

Your Views

88% of you say that the environment of Shoreham is important – its natural surroundings of the Downs, river and beach and the historic town centre.

You are keen to see that surroundings are protected and preserved and the town enhanced.



Our Take

Even more development with the accompanying increase in traffic potentially threatens the environment of Shoreham.

Our local authorities must consider the wider environmental and social factors when assessing new development plans and listen carefully to your views.

Your Ideas

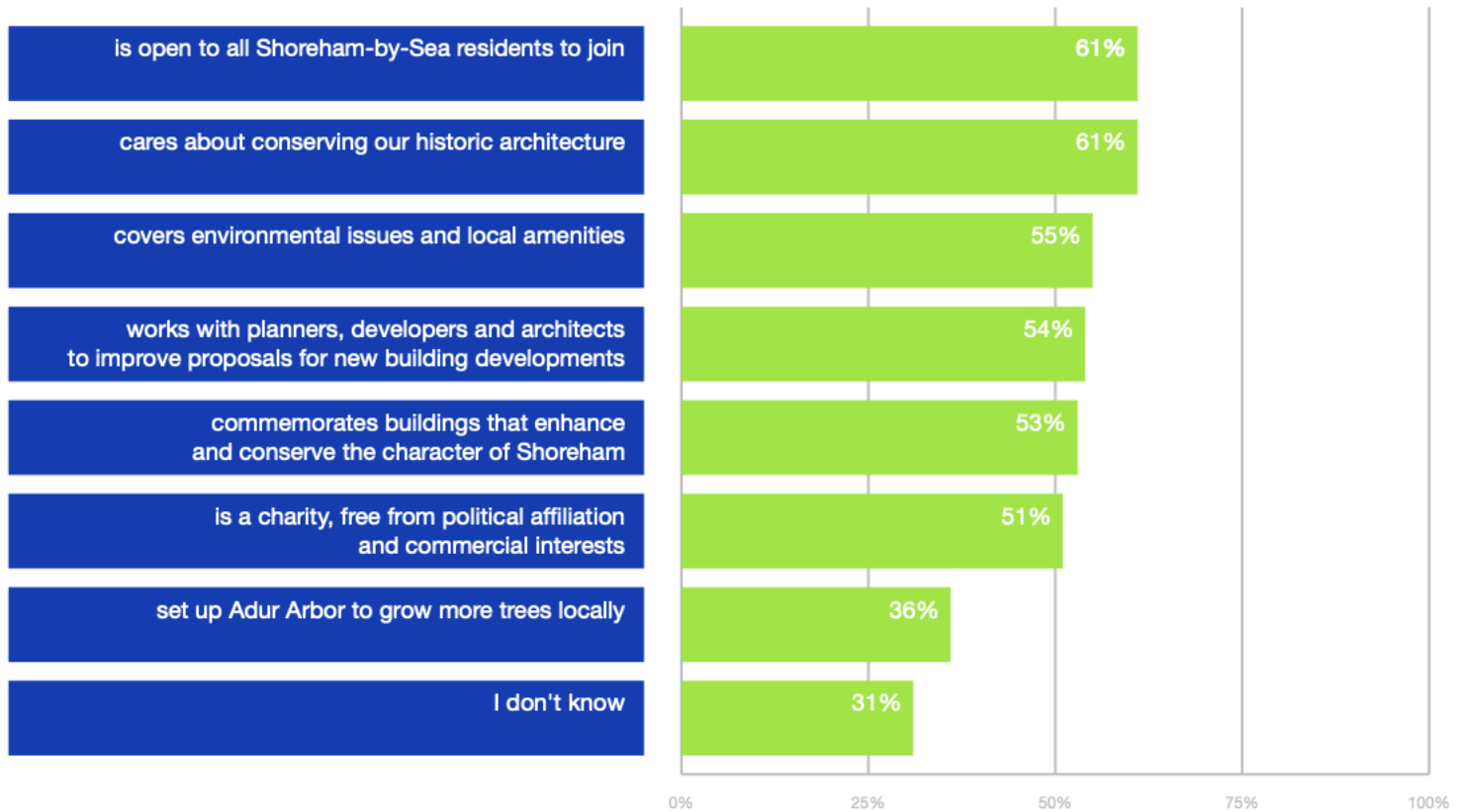
*“ We need to protect and conserve the green spaces, wildlife, sea and rivers that are part of Shoreham - if it's our greatest asset it should be our greatest priority.
Achieve a greener status. More plastic-free, less cars, wider paths, cycle lanes, recycling bins on the street.
Bigger litter bins needed, especially on beach.
New builds vary hugely in design - would be nicer if there was a more cohesive look to the town that complemented older buildings.*

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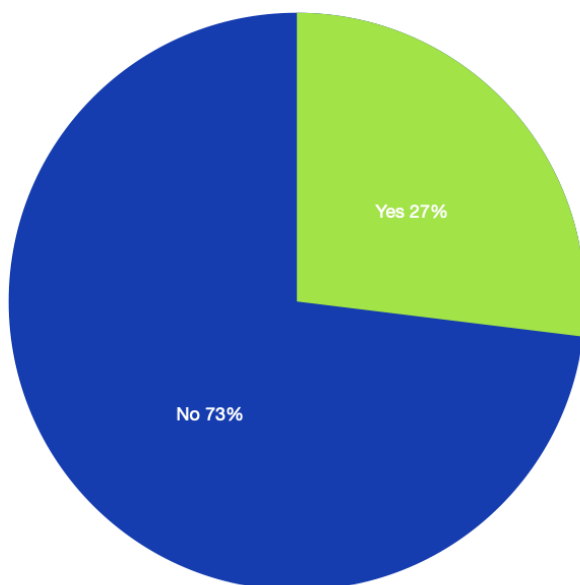
Q1. What does the Shoreham Society do?

The Shoreham Society...



We wanted to find out what people know about the Shoreham Society. We were pleased to discover that over half of our survey respondents are aware of nearly all of the activities listed above that the Shoreham Society is engaged in. It is known best for being an open membership organization involved in conservation and the built environment.

Q11. Are you a member of the Shoreham Society?



We were keen to reach beyond the current members of the Shoreham Society and seek the views of a representative cross section of everyone in Shoreham.

With three quarters of the respondents being non-members of the society we feel very confident about the overall validity of the results of the survey.

Q2. How much do you agree with each of these statements?



Over half strongly agree that Shoreham's natural environment is important. Access and mobility are also important.

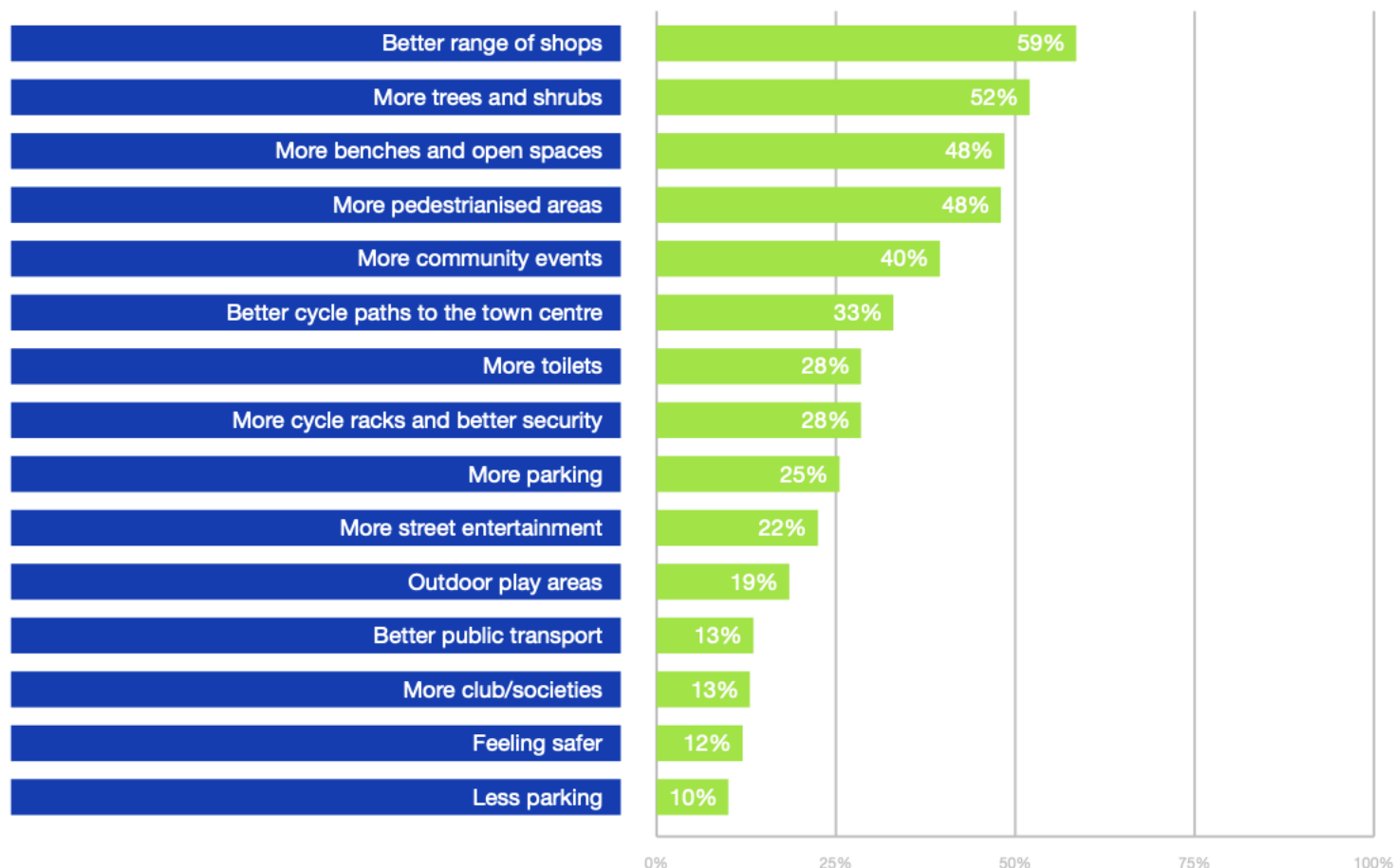
Many would use public transport if it were improved and would like to see more cycle paths. An overwhelming 75% of you want a public subway at the station.

Parking and cycling are issues that divide people.

Very few agree that new buildings are well designed or their views are considered.

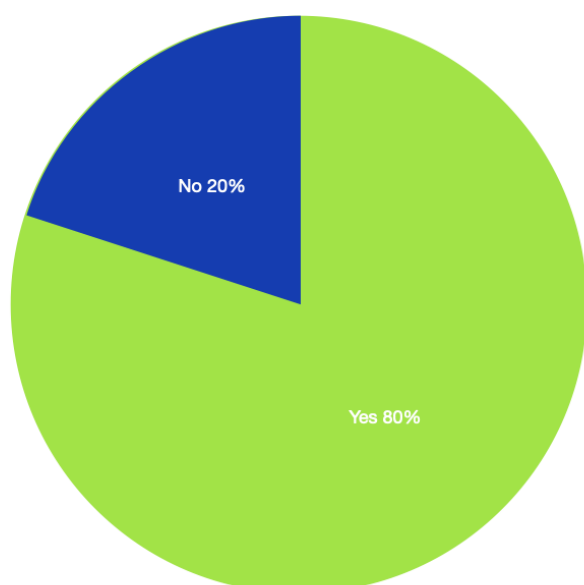
We asked you to express your views more fully on these topics in our open-ended questions about your likes and dislikes about Shoreham and what one thing would make you feel proud to be associated with Shoreham. We sorted the many hundreds of valuable opinions, complaints, ideas and suggestions into the five themes that are at the heart of this report.

Q6. What would encourage you to spend more time in the town centre?



Clearly, you feel that a better range of shops would encourage you to spend more time in the town centre. Also, more greenery and a more pedestrian-oriented area are high priorities. About a third of you believe better cycle access would help and a quarter want more parking.

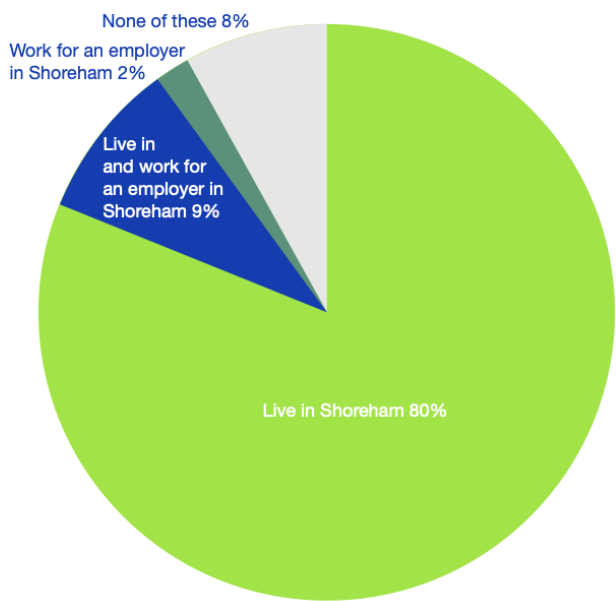
Q7. Do you feel a part of the community in Shoreham?



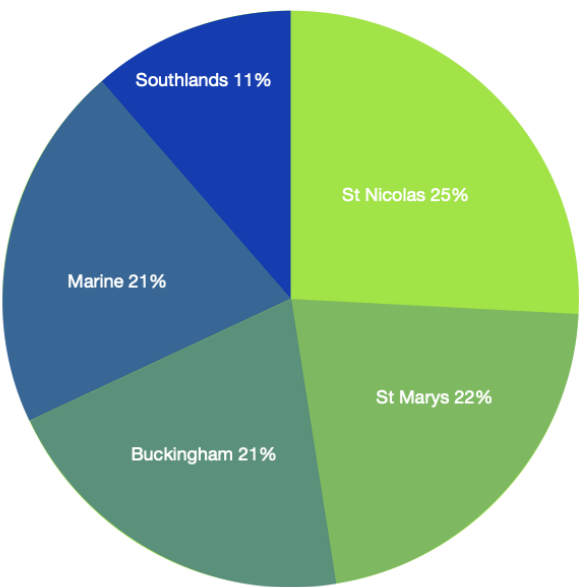
The overwhelming majority of the people of Shoreham do feel part of the community here. However, 20% do not feel part of it.


We also asked you why you did, or did not, feel part of it. The reasons you gave provided many helpful insights which we have taken up in our five themes.

Q8. Do you live or work in Shoreham?



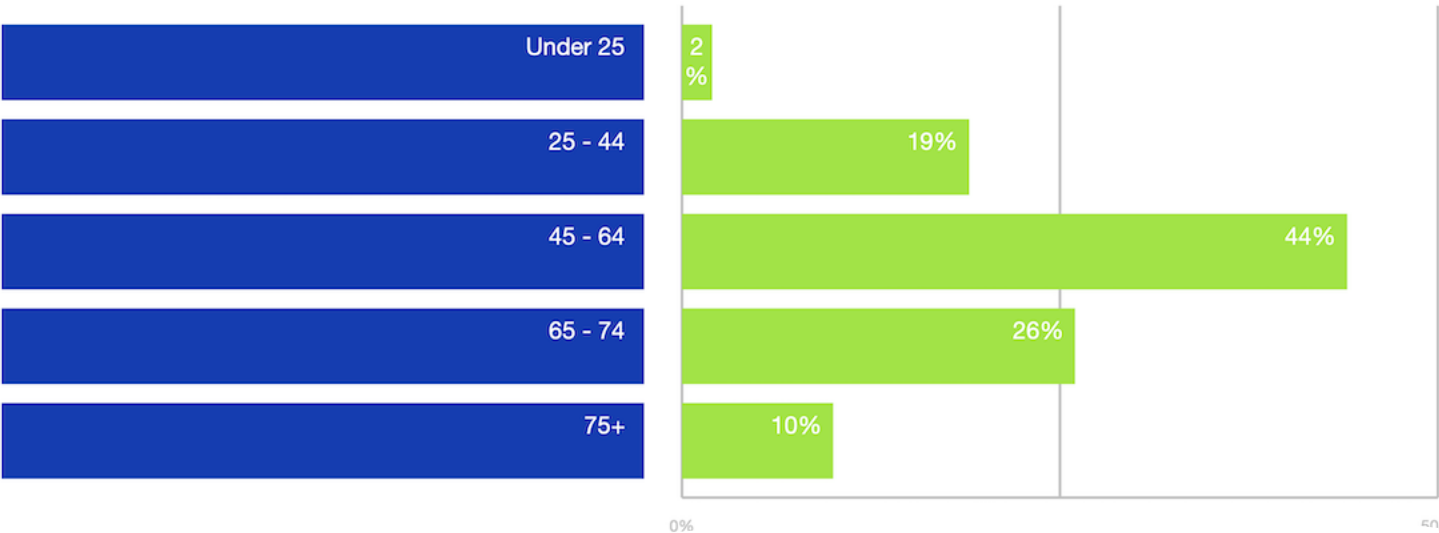
Q9. If you live in Shoreham, which ward do you live in?



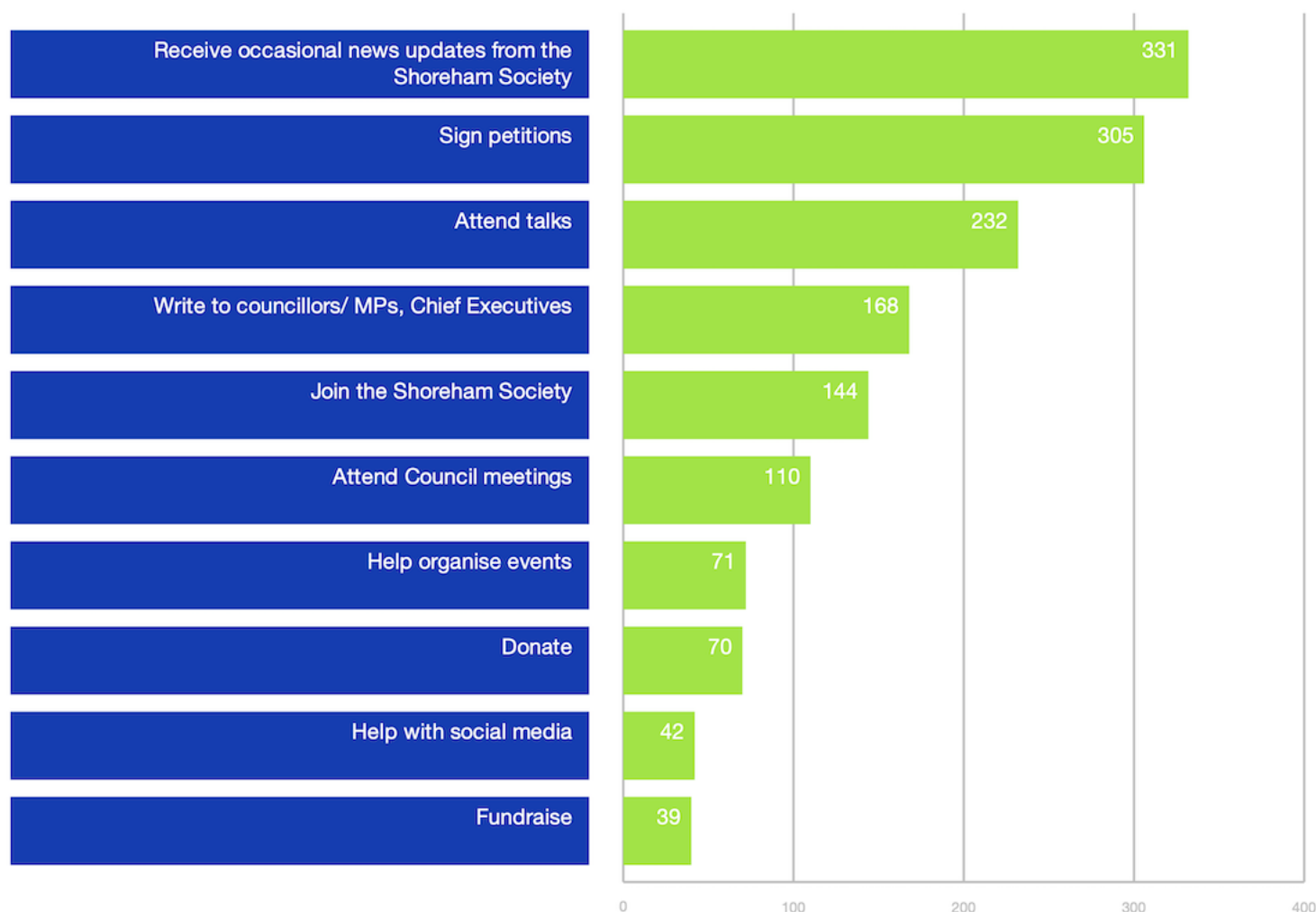
 We asked some basic demographic questions – do you live or work in Shoreham, where, and what age group are you in.

Comparing these results against census statistics for Shoreham shows us how representative a sample the 668 people who completed the survey are of Shoreham as a whole.

Q10. What is your age?



Q12. To stay in touch / help improve Shoreham for us all, would you be willing to?



Many of you want to get involved and know what the next steps will be from the outcome of the Shoreham Society 2020 Survey. The first step is that we have prepared this initial report. We are sending it to all the members of the Shoreham Society, councillors, our MP, the press, other local organisations and the 300+ respondents of the survey who gave us their email address.

We will keep in touch with each of you who have offered to help improve Shoreham and who want to keep informed with updates from the Shoreham Society. Our website will have the latest news about the next steps we're taking, or you can email us anytime at info@shorehamsociety.org.uk.

www.shorehamsociety.org.uk

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