



## **Lancing Parish Council**

### **Lancing Vision Group**

## **Lancing Village Centre – Consultation Outcome Report and Action Plan**

**April 2018**

**Lancing Parish Hall  
96-98 South Street, Lancing  
West Sussex, BN15 8AJ**

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## LVG VILLAGE CENTRE CONSULTATION 18<sup>TH</sup> NOVEMBER 2017

### SUMMARY

- This consultation was organised by the Parish-led multi-agency, cross-community Lancing Vision Group (LVG), which acts as Lancing's Place Group for the District-led West Adur Capital Project Group. These results should only be seen as an indication of the community's likes and dislikes due to the size of the participating sample compared to the total population.
- The overall total number of comments received about the village centre during the 4hr consultation process was 237.
- By far the biggest issue expressed by Lancing residents referred to the village shops.
- Several people acknowledged the good community spirit in Lancing.
- A number of people were keen on pedestrianizing parts of the village to different degrees and for varied time periods.
- Several people liked Queensway, although some felt that it was inappropriate to hold a Conservative Street Surgery at that location on market days.
- Many felt the village needs to be made more attractive using colour, flowers, trees etc.
- Concern was expressed about what will happen to the empty post office, banks and shops.
- There was also concern about the lack of public toilets.
- The retailers were more concerned about parking, improving the appearance of North Road, and organising more events – all of which would increase footfall in the village centre to improve their takings.
- Overall, there were approximately 30% more 'dislikes' than 'likes' expressed (90/61).
- Comments about LPC-owned areas outside of the village centre were predominately positive.
- For the outcome of this consultation to influence the regeneration of the village centre; all three levels of local authority, the police, and transport companies will need to work together.

### BACKGROUND

The Lancing Vision Group (LVG), which is made up of representatives from all parts of the community, feeds into the West Adur Capital Project Group (WACPG). LVG's remit is to submit its preferred capital project bid to the WACPG for possible funding. LVG referred back to the Lancing Vision Document (2012) and selected the project to further improve our village centre. This consultation was to collect up-to-date views on how this could be done.

### CONSULTATION PROCESS

A table was set up at the entrance to Queensway on which a map of Lancing Village was placed. The public were asked to use pink post-its to identify things they like about the village centre, and blue to identify things they do not like about the village centre. These were stuck on the map (photo below).



## RESULTS

The comments and ideas are listed in tables 1-3 below under various broad categories:

1. THINGS PEOPLE LIKE IN THE VILLAGE CENTRE	
Comments	Number
<b>Shops</b>	
a. You get to know everyone in the shops	1
b. Range of friendly local shops	3
c. WH Smith	1
d. The charity shops	4
e. Shops for all cater for most things	4
f. The new post office is working well	1
g. Amy's pottery	1
h. Independent shops	1
<b>Total</b>	<b>16</b>
<b>Eating and drinking places</b>	
a. Cafés (always welcoming and friendly)	3
b. Curry House	1
c. The Capri Italian	1
d. Good restaurants	1
e. The Farmers pub which is nice and welcoming	1
f. The Stanley Ale House	2
g. Costa coming?	1
h. Eclectic range of restaurants	1
<b>Total</b>	<b>11</b>
<b>Appearance</b>	
a. Queensway	6
b. Like it just the way it is	2
c. Hardly any traffic	1
d. Nice area	1
e. Well kept planters	1
f. Footpaths kept clear of litter	1
<b>Total</b>	<b>12</b>
<b>People and culture</b>	
a. Community spirit	5
b. Village atmosphere / ambience / friendliness	4
c. The people	1
d. The fact that you are consulting us	1
<b>Total</b>	<b>11</b>
<b>Services</b>	
a. Bank	1
b. The library	1
c. Police walking around the village	1
d. Lots of car parks close by	1
e. Farmers Market	3
<b>Total</b>	<b>7</b>
<b>Location</b>	
a. It's proximity to downs and beach	1
b. Walkable and connected to public transport	2
<b>Total</b>	<b>3</b>
<b>Open spaces</b>	
a. Monks Recreation Ground	1

<b>Total</b>	<b>1</b>
<b>Overall number of 'Likes' received</b>	<b>61</b>

<b>OTHER 'LIKES' OUTSIDE OF VILLAGE CENTRE</b>	
Beach Green	3
Skate Park	1
Lots of parks and open spaces	1
Walks along the prom (beach path)	1
The Perch	1

<b>2. THINGS PEOPLE DO NOT LIKE IN THE VILLAGE CENTRE</b>	
<b>Comments</b>	<b>Number</b>
<b>Shops</b>	
a. Too many estate agents / betting shops / empty shops	13
b. Not a good range/variety of shops	4
c. We need high street big name shops (e.g. clothes and shoes)	2
d. Business rates and rents are pricing out too many small shops	2
e. Overhang above shops needs cleaning up	1
<b>Total</b>	<b>22</b>
<b>Eating places</b>	
a. Too many eating places	1
<b>Total</b>	<b>1</b>
<b>Appearance</b>	
a. Lack of colour / floral displays / trees / planters /not attractive enough	7
b. Queensway feels disconnected from shops opposite by parked cars	2
c. The stupid balls in Queensway lighting up the road (should highlight pedestrian area) & faded blue hexagons	1
d. The Conservative Street Surgery in Queensway ruins the market / shouldn't be used to promote a political party because it is a people's market / it's not a polling station / pressgangs people trying to shop	4
e. Shabby, unkempt, a mess	1
f. Station approach is uninviting	1
g. Litter from fast food outlets	1
h. Litter on the railway tracks	1
i. Too much dog poo	1
<b>Total</b>	<b>19</b>
<b>People and culture</b>	
a. Antisocial behaviour on Monks Rec by school children	1
b. Jock who begs on the street	1
<b>Total</b>	<b>2</b>
<b>Services</b>	
a. Closing of post office (& not knowing what will happen to the building)	7
b. Closing of banks and Police Station	5
c. Not enough public toilets	4
d. Lack of visible policing (especially in known problem areas)	2
e. No lighting on path to Monks Rec next to Co-op	1
f. The lack of lighting on Monks Rec	1
g. Bus / rail service is not good enough	2
h. Lack of customer support at Lancing Station	1
i. Railway barriers down too long between trains	1

j. New funeral services could have been better used		$\frac{1}{25}$
	<b>Total</b>	<b><math>\frac{1}{25}</math></b>
<b>Car parking</b>		
a. Paying for parking		2
b. Too much on street parking		2
c. Illegal parking on yellow lines (outside Asda and Barclays Bank)		$\frac{1}{5}$
	<b>Total</b>	<b><math>\frac{1}{5}</math></b>
<b>Roads and traffic</b>		
a. The A27 cuts the village		1
b. Too much through traffic on North Road and South Street / including heavy goods vehicles		4
c. Very dangerous crossing at Chester Avenue at Mulberries; corner of station / Sompting Rd; Grinstead Lane/South Street to GP surgery		3
d. Not enough crossings and pedestrian priority		1
e. The traffic is too busy in Grinstead Lane		$\frac{1}{10}$
	<b>Total</b>	<b>10</b>
<b>Entertainment</b>		
a. Lack of night life		1
b. Luxor closure in 1964 and now in neglected state		$\frac{4}{5}$
	<b>Total</b>	<b>5</b>
<b>Overall number of 'Dislikes' received</b>		<b>89</b>

<b>OTHER 'DISLIKES' OUTSIDE OF THE VILLAGE CENTRE</b>	
<b>Comments</b>	<b>Number</b>
The IKEA project	1
BHAFC is taking over / not good for our village	2
Concerned that NMF development will destroy the village centre and local shops. The (District) council promotes 'shop local' and then gives planning permission that goes against it	1
The increase in cost of housing	1
The gridlocking outside Seaside School twice daily	1
Litter in Freshbrook Road	1
Weeds aren't cleared or overgrown shrubs cut back e.g. in Elm Grove	1

Those who participated in this consultation event were also given the opportunity to provide any ideas they might have to improve the village centre. These are listed in the table below:

<b>3. IDEAS TO IMPROVE THE VILLAGE CENTRE</b>	
<b>Ideas</b>	<b>Number</b>
<b>Shops</b>	
a. Encourage the opening of a fruit and veg shop	2
b. Encourage a Subway shop to open	1
c. We are desperate to entice back retail/proper shops	2
d. Encourage more local produce	$\frac{1}{6}$
	<b>Total</b>
	<b>6</b>
<b>Eating places</b>	
a. A vegan takeaway in the village	$\frac{1}{1}$
	<b>Total</b>
	<b>1</b>
<b>Appearance</b>	
a. Hang flags back and forth through the village centre to make it look 'seasidey'	1

b. Make the station approach south of the level crossing a plaza type area	1
c. Pedestrianize the whole village centre	2
d. Pedestrianize South Street during summer weekends to integrate/connect the village with beach green	3
e. Pedestrianize village for part of each day to stop speeding drivers	1
f. Pedestrianize village on market day and special days	1
g. Pedestrianize more of the village	1
h. Put Christmas lights in North Road	1
i. Redevelop the old police station to include private and social flats and reduce the pavement width to allow for residents parking	1
<b>Total</b>	<b>12</b>
<b>People and culture</b>	
a. Arrange more monitoring of the antisocial behaviour at the railway station between 3.30pm and 4pm when kids come home from school	1
<b>Total</b>	<b>1</b>
<b>Services</b>	
a. Introduce a bus route from the village to the sea front	1
b. Open a Youth Club/s	2
c. Have a coffee drop-in shop for young people of 13-25	1
d. Open an information, help and support centre for parents	1
<b>Total</b>	<b>5</b>
<b>Car parking</b>	
a. Introduce free (disc) parking	2
b. Mark parking bays on-street	1
<b>Total</b>	<b>3</b>
<b>Roads and traffic</b>	
a. Improve roads	1
b. Put road calming in the road outside the Co-op	1
<b>Total</b>	<b>2</b>
<b>Entertainment</b>	
a. Open the Luxor	1
<b>Total</b>	<b>1</b>
<b>Overall number of ideas received</b>	
<b>31</b>	

<b>IDEAS TO IMPROVE LANCING OUTSIDE OF THE VILLAGE CENTRE</b>	
<b>Ideas</b>	<b>Number</b>
Build an in-out perimeter road on the Seaside School site so parents can pick up and drop off on site for the sake of safety	1
Limit vehicle size in South Street and encourage them to use the much wider Brooklands to Sompting Road instead	1
Clear all the twittens	1
Increase number of buses around Mash Barn	1
Put lighting along Beach Green pathway in front of beach huts	1
Do not put lighting along the beach pathway	1
No lighting along Widewater – leave it natural	1
Regenerate Monks Rec	1
Put rates and rents down on homes	1

In parallel with the street consultation, short survey forms were delivered to all the village centre shops and collected 3 days later. The content of the survey was as follows:

“People mainly come in to the village to go to the shops. We are currently considering how we can enhance that experience both for retailers and shoppers. Please assist us by answering the following few questions:

1. What could we do to improve things for you as a retailer?
2. Is there an area within North Road that you think would be worth enhancing to attract more people into the village?
3. Are there any opportunities that you think we have missed?”

Twelve completed survey forms were returned out of the eighteen that were circulated i.e. 66%. Answers to the three questions above are listed in the following table number 4. Most retailers provided more than one answer to each question:

QUESTIONS	4. RESPONSES FROM RETAILERS	NUMBER
<b>A. What could we do to improve things for you as a retailer?</b>	<b>Shops:</b> a. Pop up shops b. A better variety of shops / by restricting more of the same c. Write to Iceland to come to the village d. Lower rents and waiving of business rates for a set period <b>Total</b>	1 2 1 2 <b>6</b>
	<b>Eating Places</b> a. More food options; <b>Total</b>	1 <b>1</b>
	<b>Appearances</b> b. Speed humps in the road to make customers feel safer c. Tree lined high street to give a lovely calm atmosphere <b>Total</b>	1 1 <b>2</b>
	<b>People and culture</b> a. LPC to work with the local traders b. Better communication about events etc. c. Start a shop keepers Association d. More choice in decisions of issues regarding the village <b>Total</b>	1 1 1 1 <b>3</b>
	<b>Services</b> a. Presence of a PCSO <b>Total</b>	1 <b>1</b>
	<b>Parking</b> a. Make North Road one way so we can have parking down both sides of the street, which would invite more people to come in to the village b. Better enforcement of parking c. Extra free parking or just all free parking d. Introduce better parking e. Parking is a massive talking point for my client base. Since the prices have gone up in the local car park, cheaper parking is how you increase people to use local retailers f. Better / easier parking for the public to access local shops <b>Total</b>	1 2 1 1 1 1 <b>7</b>

	<b>Entertainment</b> a. More activities throughout North Road <p style="text-align: right;"><b>Total</b></p>	$\frac{1}{1}$
<b>B. Is there an area within North Road that you think would be worth enhancing to attract more people into the village?</b>	<b>Shops</b> a. Increase the variety of shops & coffee shops to attract more people b. Make sure the old post office doesn't stay empty for years <p style="text-align: right;"><b>Total</b></p>	 2 $\frac{1}{3}$ <b>3</b>
	<b>Appearance</b> a. More lighting throughout b. Do the pavements in North Road to match Queensway c. More planters and hanging baskets d. Hang promotional flags from lamppost to lamppost e. Bring a little of Shoreham/Hove to Lancing f. Make North Road one way and semi pedestrianize (like Rustington) to increase parking and access to the shops g. Add more features along North Road – not just Queensway h. Pull down Queensway or help shop keepers fund redecoration of the canopy <p style="text-align: right;"><b>Total</b></p>	 1 1 1 1 1 1 1 $\frac{1}{8}$ <b>8</b>
	<b>People &amp; Culture</b> a. Work with rough sleepers to move on b. Appoint a dedicated Village Centre Manager who is visible and committed to developing Lancing c. Be open to change <p style="text-align: right;"><b>Total</b></p>	 2 1 $\frac{1}{4}$ <b>4</b>
	<b>Roads</b> a. Improve signage b. Put signage on the A27 roundabout to Village Centre <p style="text-align: right;"><b>Total</b></p>	 1 $\frac{1}{2}$ <b>2</b>
	<b>Entertainment</b> a. More events / showcasing of various acts b. Craft Fairs / Local Produce Fairs / Locally caught fish market c. A band stand that can be regularly used by community groups for e.g. Remembrance Sunday / village markets / fundraising events / church choirs etc d. Fill shops as soon as they become vacant to prevent the run down appearance of the village <p style="text-align: right;"><b>Total</b></p>	 1 3 1 $\frac{1}{6}$ <b>6</b>
	<b>C. Are there any opportunities that you think we have missed?</b>	<b>Shops</b> a. Ensuring shops aren't vacant for too long b. Lowering the rents so more unique businesses could open to make a better shopping environment c. Many opportunities have been missed e.g. Woolworth's old store would have made a perfect 'Iceland' d. Look for suggestions, advice and information from other places e.g. Rustington, Littlehampton, Steying on how to make Lancing a better place to shop e. What is the old post office being turned into? f. Try to get a proper Wednesday weekly market back to make the village busier midweek, instead of the once a

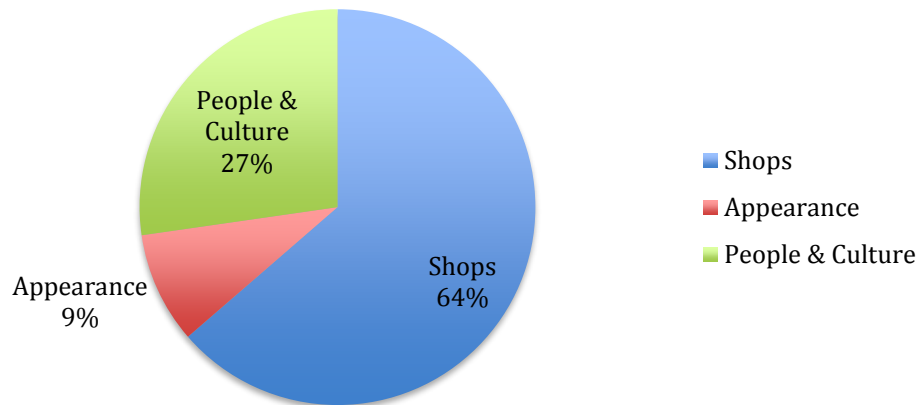


	month one, which gets comparatively little interest.	<b>Total</b>	$\frac{1}{7}$
	<b>Appearance</b>		
	a. Keep streets clean	<b>Total</b>	$\frac{1}{1}$
	<b>People and culture</b>		
	a. Investing into the area to attract people from elsewhere to visit		1 1
	b. Radio advertising the village amenities		
	c. Lancing always seems to be bottom of the list as far as ADC is concerned, with Worthing, Shoreham and Steyning getting prioritized		$\frac{1}{3}$
		<b>Total</b>	<b>3</b>

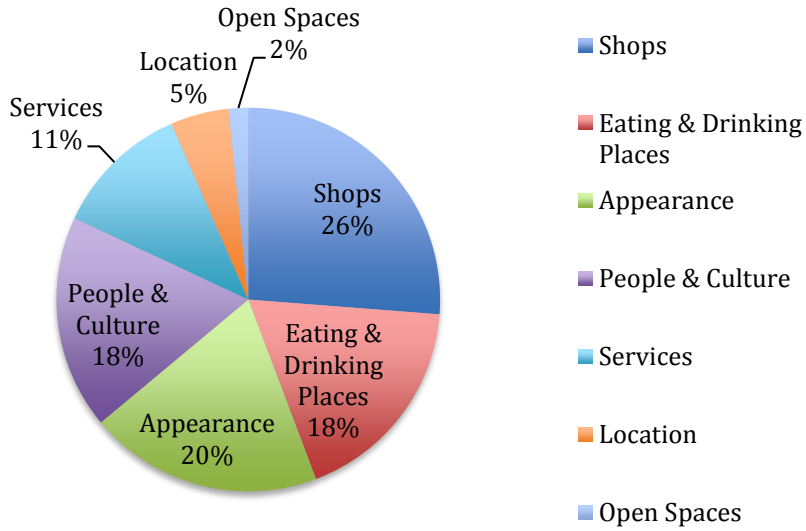
## SUMMARY OF RESULTS

The following charts summarise each of the above tables by category:

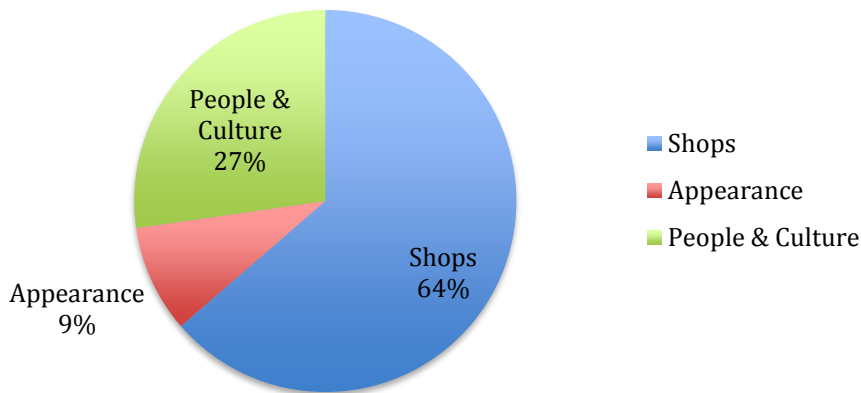
### 1. The things people currently like about the village centre



**2. The things people currently do not like about the village cen**

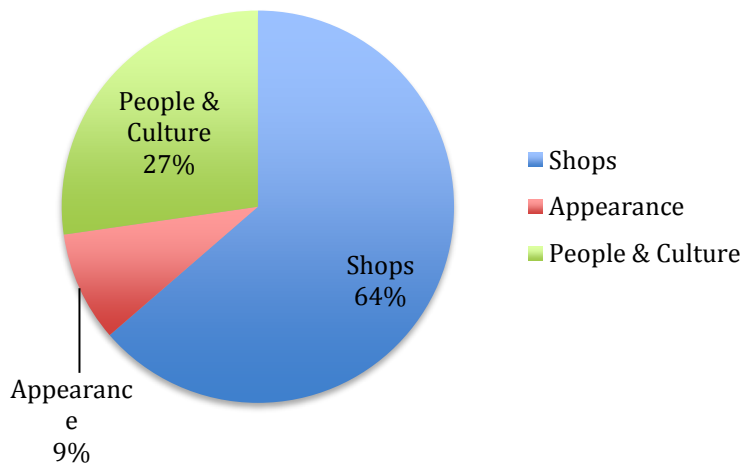


**3. IDEAS TO IMPROVE THE VILLAGE CENTRE**

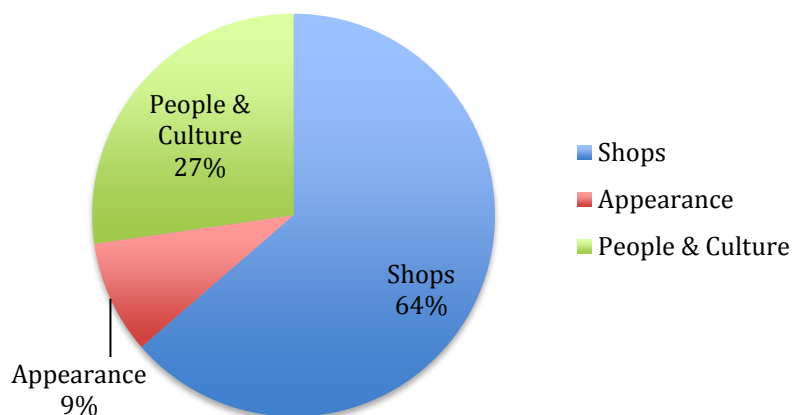


**4. RESPONSES FROM RETAILERS**

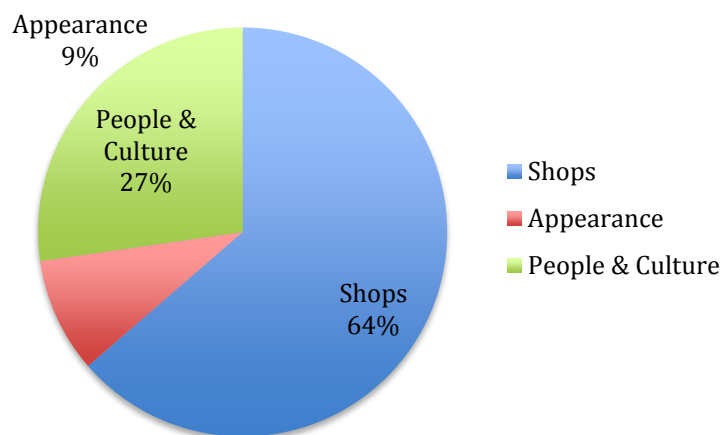
**A. What could we do to improve things for you as a retailer**



**B. Is there an area within North Road that you think would be worth enhancing to attract more people into the village?**



**C. Are there any opportunities that you think we have missed?**



## Lancing Vision Group – Prioritised Action Plan

Below is a table of prioritised actions resulting from the above consultation. The actions have been categorised by the organisation under whose responsibility they fall.

<b>Lancing Parish Council</b>		<b>Adur District Council</b>		<b>WSCC</b>		<b>Other</b>	
The Lancing Vision Group will propose the following actions to LPC to prioritise and deliver.		The Lancing Vision Group will propose the following actions to ADC and work with ADC in partnership to deliver them, where appropriate.		The Lancing Vision Group will propose the following actions to WSCC and work with WSCC in partnership to deliver them, where appropriate.		The Lancing Vision Group will convey the following comments to the relevant external organisations, where possible.	
<b>PEOPLE AND CULTURE</b>							
1	Investing into the area for residents and visitors	1	Investing into the area for residents and visitors	1	More choice in decisions of issues regarding the village		More choice in decisions of issues regarding the village
2	More choice in decisions of issues regarding the village	2	More choice in decisions of issues regarding the village				More activities throughout North Road, more events / showcasing of various acts
		3	Craft Fairs / Local Produce Fairs / Locally caught fish market				Radio advertising the village amenities
							Open the Luxor
<b>APPEARANCE</b>							
1	Hang flags back and forth through the village centre to make it look 'seasidey', Hang promotional flags from lamppost to lamppost	1	More planters and hanging baskets in the Village centre	1	Pedestrianize all or part of the village centre  Make North Road one way and semi pedestrianize (like Rustington) to increase parking and access to the shops		Redevelop the old police station to include private and social flats and reduce the pavement width to allow for residents parking

Lancing Parish Council		Adur District Council		WSCC		Other	
					Make North Road one way so we can have parking down both sides of the street, which would invite more people to come into the village		
✓	Put Christmas lights in North Road	2	Tree lined high street to give a lovely calm atmosphere	2	Make the station approach south of the level crossing a plaza type area		Make sure the old post office doesn't stay empty for years
		3	Keep streets clean	3	Improve roads		More lighting throughout
		4	Add more features along North Road – not just Queensway	4	Improve signage		Put signage on the A27 roundabout to Village Centre
		5	A band stand that can be regularly used by community groups for e.g. Remembrance Sunday / village markets / fundraising events / church choirs etc	5	Mark parking bays on-street		Pull down Queensway or help shop keepers fund redecoration of the canopy
		-	Lancing always seems to be bottom of the list as far as ADC is concerned, with Worthing, Shoreham and Steyning getting prioritized	6	Put road calming in the road outside the Co-op, Speed humps in the road to make customers feel safer		

Lancing Parish Council		Adur District Council		WSCC		Other	
				7	Do the pavements in North Road to match Queensway (same style)		
<b>RETAIL AND SHOPS</b>							
1	LPC to work with the local traders	1	Try to get a proper Wednesday weekly market back to make the village busier midweek, instead of the once a month one, which gets comparatively little interest.				Encourage specific shops to open in Lancing
2	Look for suggestions, advice and information from other places e.g. Rustington, Littlehampton, Steyning on how to make Lancing a better place to shop						Arrange more monitoring of the antisocial behaviour at the railway station between 3.30pm and 4pm when kids come home from school
							Pop up shops
							Lower rents and/or waiving of business rates
							Start a shop keepers Association
							Better communication about events etc.

Lancing Parish Council		Adur District Council		WSCC		Other	
							Fill shops as soon as they become vacant to prevent the run down appearance of the village Ensuring shops aren't vacant for too long
<b>SERVICES</b>							
1	Have a coffee drop-in shop for young people	1	Better enforcement of parking	✓	Open an information, help and support centre for parents		Introduce a bus route from the village to the sea front
2	Appoint a dedicated Village Centre Manager who is visible and committed to developing Lancing	2	Introduce free (disc) parking				Presence of a PCSO
3	Open a Youth Club/s						Work with rough sleepers to move on