



TOWN SEAFRONT WORKING GROUP

Results from the initial workshop held on 12 November 2015

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On the 12 November 2015 the first of the Town Seafront Consultation Workshops was held at the Grammar School, St Peter Port. Attendees were those specifically invited, owing to them representing an interest group, and those that responded positively to an advert placed on two separate days within the Guernsey Press.

A total of 50 people registered to attend, with 34 attending on the night.

The event began with an address from the Chief Minister and an explanation of the night's proceedings from the Policy Council's Strategic Planning Officer.

Working in teams of 6, participants were asked to consider the suggested strengths, weaknesses, opportunities and threats associated with 4 separate areas:

- tourism and the economy
- harbours
- culture and leisure, and
- the environment

Attendees reviewed each area in turn, considering whether all of the strengths, weaknesses, opportunities and constraints pre-identified for the 4 areas had been captured and were relevant. People could place a tick or a cross against each comment, to indicate people's views of the current situation within the Town seafront area.

1. Output from the analysis on Tourism and the Economy:

Statement of Strengths	No. of people that agreed or disagreed
St Peter Port – one of Europe's most beautiful harbour towns. It is the main tourist centre, and main sea departure point to all islands and arrival point for cruise passengers	26 agree
St Peter Port welcomes and farewells thousands of ferry passengers each year. Into and from the heart of town	24 agree
St Peter Port welcomes 123,000 cruise passengers who spend c£4m	19 agree 4 disagree
St Peter Port has a rich variety of high quality restaurants, cafes and bars	25 agree 1 disagree
St Peter Port provides tours and very cheap public transport access to the rest of the island	23 agree 1 disagree
Statement of Weaknesses	
On-going tensions between traffic and pedestrians – Not pedestrian friendly, cars dominate key real estate which detracts from visitor / overall experience	18 agree 7 disagree

Ferry terminals provide a poor experience for arriving and departing passengers.	19 agree 3 disagree
Not all business value and welcome the cruise industry	19 agree 5 disagree
Very little Al-fresco dining facilities for locals and visitors (expected of all harbour towns)	15 agree 5 disagree
Limited tour capacity and limited public bus capacity and taxi availability, especially when cruise ships arrive	12 agree 7 disagree
Statement of Opportunities	
Strategy to be more pedestrian friendly without compromising access to town. Relocate parking, seafront & piers become promenade with hospitality and retail.	16 agree 1 disagree
Develop and improve the ferry terminal and departure points. Improve the passenger experience and perception of Guernsey	25 agree 1 disagree
Help more businesses to benefit from cruise visitors. Increase the number of cruise passengers visiting, increase the average spend and breadth of spend. Help and encourage existing businesses to tailor their offering, and new businesses to seize the opportunity, make retail space available on the piers	21 agree 2 disagree
Develop and facilitate the al-fresco experience and offer – Lower licencing barriers, make more space available etc.	20 agree 1 disagree
Work with operators to increase and improve capacity and service.	16 agree
Statement of Threats	
Growth of tourism / cruise business is stifled	11 agree 7 disagree
Ferry terminals provide a poor experience for arriving and departing passengers.	9 agree 16 disagree
Cruise operators will be influenced not to visit Guernsey or to visit Jersey instead	3 agree 20 disagree
St Peter Port disappoints. Offers limited appeal to those expecting the al-fresco experience, and additional spend opportunity lost	4 agree 16 disagree
Dissatisfaction of cruise operators and visitors stifles cruise growth	2 agree 14 disagree

We received over 80 suggestions and comments which are listed below:

1. Income from tourists is limited. Spend equals profit for the business. Income for island only comes from taxes
2. Public transport is too cheap
3. A landing charge on cruise passengers (say £5) would help toward maintaining facilities.
4. Building on Cambridge berth should be the cruise landing hall with café and crafts.
5. Town is quite good for pedestrians with plenty of areas protected by chairs etc. Local people must enjoy the town retailers need local support to survive.
6. Passenger figures are incorrect + spend.
7. Unquantified cruise numbers and passenger spend

8. Don't take the cruise passengers for granted, so Lucky!
9. Yes St Peter Port is absolutely beautiful but the piers full of cars are not the best first impression to boat visitors.
10. Questionnaire whether public transport should be so cheap for visitors and locals.
User pays.
11. What % of passengers are not stopping in Guernsey but going to Jersey?
12. We are resting on our laurels that is why are why we are here tonight.
13. Strengths. 4 + 5 but not much benefit from 5.3.
14. Keep St Peter Port beautiful without ugly additions
15. There needs to be cars as well as public areas.
16. Plenty of buses and taxis.
2. Adequate for use
17. Town businesses not promoted properly
18. Not all businesses. Research is needed to establish actual views. This may have been done already.
19. Businesses are not consulted about any issues
20. Communication is key this is not done.
21. Rates need to be reduced. Rents need to be Controlled
22. If EU changes the VAT refund facility to liners visiting liners will cease coming to Guernsey
23. Weather dependent
24. Might be cheap but not good
25. Disagree we cater well for shoppers
26. Too high focus on cruise passengers how much do they actually spend
27. Always a difficult balance of available resource .Better signage to many centre facilities
28. Vehicle passenger check in experience
29. Seafront traffic 'total' re-write!
30. Cruise passengers 4 mill spend but loss of 2hr car parks – East Arm Albert Pier
31. Cruise tourist's only one part of the market. Consider more mega yachts and yachties
32. Real time events and HNWIs
33. Lack of facilities for cruise ships visiting Guernsey
34. Lack of profitability
35. Threat. Power WC's/showers turning yachtsmen away
36. Weather dependent
37. 1, 3, 4, 5 - If true how did St Peter Port win recent cruise award.
38. A misconception to manipulate
39. No – cruise passengers are not stifled our structure of commerce dictates Business.
40. We must not become a slave to this Industry which is fluid
41. Visitor yachts being driven away by liner passenger usage of toilet/shower facilities
42. Congestion of harbour may turn some visitors away
43. Tours from liners paid for on board bulk of profit goes direct to liner
44. Traffic noise puts visiting yachts off
45. More facilities needed eg shelter when it rains and toilets
46. When EU closes vat REFUND FOR LINERS BY STOPPING IN Guernsey how many will still come

47. My business is 20% down on any large cruise ship day as we rely on local trade
48. Use what we have better we often do things half-heartedly (see the seats by the information centre)
49. Facilities for Super yachts – Good business
50. Create more marinas/moorings to generate income
51. Piers are a huge opportunity, cost at present; let's make them more useful, attractive and profitable
52. Help businesses sustain all year around support
53. The Cruise Industry should not be just focused on one area there are other Industries out of the Town who need support.
54. We must consider all road users not just pedestrians
55. Stopping cars on front will improve Alfresco
56. Urban space needs careful monitoring
57. Better and more webcams
58. Make the most of the fantastic views
59. Annual best photo of harbour competition
60. Consult users don't impose
61. Further encourage use of underutilised over shop accommodation it could significantly help to sustain town
62. Do not forget locals cruise ships are here and then gone
63. Better support and access for locals as well as tourists help promote coming in to town
64. Catering in garden on top of 2nd story car parks
65. Analyse the best seafronts of the World
66. Space for more
67. Ferry timetables not conducive to supporting point 3.
68. 1% survey = 4 million really?
69. Pedestrianize at given times would encourage tourists and cruise liner tourists to spend and then return
70. Infrastructure not Dissatisfaction.
71. Marginal tweaks.
72. Opportunity for trader's impulse purchases Albert Pier stalls and vendors
73. Albert Pier should exclude parking on cruise ship days
74. Restaurants/bars needed with aspects over harbour – North / west facing not just East
75. Floral Guernsey makes the town look superb
76. Underground parking can make more pedestrian areas
77. Passengers tend to shop at certain jewellery shops, souvenir shops to certain type of clothing shops.
78. Wouldn't take much to improve it (2 Opp) with little expense paint it and put flowers etc.
79. Car Ferry passengers have nothing to do and nothing to buy, no refreshments available. The ferry terminal is poor quality. Bus terminus toilets dirty not enough cleaning during the day in Town
80. Providing the car parking is essential other things could follow.
81. Easier planning permissions needed (4)
82. La Vallette opportunities

- 83. No more structures on waterfront (1)
- 84. Provide activities in Town so cruise visitors don't all need buses
- 85. Parking is the key to much discussion it governs almost all thinking about the harbour. Large car parks need to be developed outside of the immediate town like below Hauteville or Charroterie.

2. Output from the analysis on Harbours:

Statement of Strengths	No. of people that agreed or disagreed
Leisure: Provides a facility for an established local and visitor customer base, use of the estate and support to the marine leisure industry	28 agree
Estate: St Peter Port is a beautiful, picturesque and historical port with substantial estate in prime location	28 agree 1 disagree
Commercial: A 24/7 tidally accessible commercial port, giving protection from prevailing conditions and providing deep water close to St Peter Port	24 agree 2 disagree
Public Services: Maintain a public service offering including Coastguard, public realm, public parking, pier event facility and the model yacht pond	23 agree
Other: The island's primary harbour is located in the centre of St Peter Port while also supporting outlying islands of the Bailiwick	27 agree 1 disagree
Statement of Weaknesses	
Unable to invest or develop service and facility offerings to attract new business; tidally restricted	9 agree 8 disagree
Declining condition of estate and infrastructure and poor historic planning	20 agree
Commercial berth size restrictions due to significant tidal range and depth of water within the harbour	16 agree 0 disagree
Town parking is facilitated on piers with additional oversubscribed use of many other harbour areas	19 agree 1 disagree
Primary harbour is located in the centre of St Peter Port	8 agree 11 disagree
Statement of Opportunities	
Leisure: Enhance and diversify product offering to local and visitor customer base, e.g. flagship key water sport activities	20 agree 2 disagree
Estate: Maximise opportunities of real estate through private sector for financial, economic, social and environmental gain	11 agree 33 disagree
Commercial: Reconfiguration of commercial and passenger transit areas of port	12 agree 5 disagree
Public Service: Innovative car parking solutions and other options	18 agree 21 disagree
Other: Fluid interaction between harbour and town	13 agree 1 disagree
Statement of Threats	
Loss of visiting vessels to other marinas and inability to provide modern offering for tourism	13 agree 3 disagree

Increasing costs of ageing infrastructure and inability to repair, refurbish or replace	13 agree 3 disagree
Inability to de-conflict port areas to ensure continued compliance with international security standards	2 agree
Low square footage rate of return across prime real estate	14 agree 5 disagree
Increasing demand for harbour-side land if incorrectly planned, directly conflicting with other uses such as leisure, car parking etc.	11 agree 2 disagree

We received over 80 suggestions and comments which are listed below:

1. Not able to disagree with any of these.
2. Parking in prime “beautiful” positions is this still appropriate. *This comment had a cross put on it by someone else.*
3. We are an archipelago
4. Proximity to France
5. Low tax environment
6. Estate views are spoilt by cars
7. This is an area that could be developed further.
8. It’s variety of use combining commerce, leisure, pedestrian access! = asset
9. Parking on the North beach should be underground.
10. The arrival of cruise passengers on the Albert Pier is vastly superior to the White Rock and MUST be maintained.
11. Priority of services – yacht pond?
12. It’s a beautiful harbour and seafront but needs more parking west of town. *This comment was ticked by another person.*
13. Bigger car park or more efficiently designed.
14. Should not only be in SPP, SS too.
15. Re (4) Public parking is a weakness and certainly not a strength. *Further comment from someone else: I agree with the above.*
16. Cruise liners.
17. Closeness to town.
18. Town: beautiful. Harbour port is not. *Comment: Strengths.*
19. Re (5) supporting other islands – there is more potential to be assessed in this area.
20. Beautiful old port, very ugly freight area.
21. Seafront Sundays – extend into evenings. Possible Thursday evenings including late night shopping.
22. Marina for visitors (Victoria) not fully wind protected. They have disadvantage compared to local boats.
23. Coastguard operation should be on pier heads with radar control for Little Russell
24. Congested
25. Too much reliance on the car
26. Harbour is almost closed off to public. It used to be enjoyed by public but has removed opportunity.
27. Government unable to make an effect decisions.

28. Piers are best for parking.
29. Customs hall bottle up harbour layout.
30. Lack of space for number of activities.
31. Provide a bigger North Beach car park (don't keep reducing it).
32. Global warming – sea levels.
33. Paid parking in multi storey – free to low paid town workers.
34. Boats (commercial) have to fit Jersey!
35. 10m tides, restricted marinas.
36. Continual flooding problems in town.
37. Cruise liners – accommodation of ships poor. Need berth and facilities to encourage visitors to return. Being “shipped to shore” is not ideal. Strongly think there should be dedicated berthing facilities.
38. Double deck the East end of North Beach like the one at Admiral Park. Cost?
39. North Beach double deck car park needed. *Two additional ticks from other people.*
40. Maximise use of freight space for commercial opportunity.
41. Parking charges needed. *Three additional ticks from other people.*
42. Don't jump into private enterprise without thought.
43. Deep water berth – outside harbour and other side of berths 4, 5, 6.
Paid parking. *Two crosses from other people.*
44. Paid parking. *Two crosses from other people.*
45. Arrivals hall needs to be upgraded and made more welcoming.
46. Redevelop the Careening Hard for water sports e.g. water polo.
47. Harbours rental property below town standard.
48. Parking needs to be increased, not reduced, for both long and short term for staff and shoppers.
49. Create transport hub.
50. Need to maintain good flow of traffic as well as parking, otherwise people do not come in.
51. Enhance St Sampson. Take commercial stuff away from SPP.
52. This strength (no 1) needs brainstorming for future; range and type of events in the Careening Hard and the Victoria Marina plus La Vallette area and Model Yacht Pond.
Two additional ticks from other people.
53. Reclaim area outside QE2 to Beaucette for freight. Give back North Beach to long term parking.
54. Re (4) parking, paid for and double decker at north and south end of town but this has to be coupled with drip feed culture change in getting us locals to think about other forms of transport other than our cars.
55. Harbour is being used as depot parking for freight.
56. Build wall in granite around old harbour to prevent flooding and have enhanced seating area. Would also reduce noise other than planters or chains.
57. Mezzanine car park at North Beach with green park space over. Allow people to enjoy the evening sun and views back towards town.
58. Cambridge Berth to be used for all passengers with patio area.
59. Café on pier, hide the cars under.

60. Develop the Cambridge Berth as a terminal. Consider extending the inter-island quay around to Cambridge steps making a 'U' shape to accommodate the cruise ships, then release the Albert Pier.
61. Parking at other end of Mill Street to regenerate area (need compulsory purchase power). *The comment has a tick put on it by someone else.*
62. The North Beach is a waste of space, cars should be underground and the deck and even upper deck be developed commercially and leisure hotel and restaurants.
63. Move parking off piers – use paid parking to fund a car park.
64. Increasing cost must relate to income.
65. Require paid parking. *One cross and one tick added by other people.*
66. Fly-over to give pedestrian more rights over seafront.
67. Bypass tunnel. Stop traffic on front. Town front amenity. *A cross was added to this by another person.*
68. A more efficient meet and greet for visitors. Also user friendly departure.
69. Opportunity number 4 – consider multi-level (preferably downwards) parking at North Beach. Funding? People would pay for a guaranteed space.
70. Opportunity number 3 – Essential SOLAS compliance but compensate for angling loss.
71. North Beach car park was result of need to dump spoil when harbour was dredged.
72. Daniel de Lisle Brock visionary – lessons to learn.
73. Underground parking see Monaco, Antibes etc. *Another person has added a tick to this.*
74. Further reclamation.
75. More welcoming approach to water based visitors. *Another person has added a tick to this.*
76. Super yachts/mega yachts. Huge market. Should be welcomed. V. high net worth good fit with finance sector.
77. Why follow international standards, we don't have to!
78. If seafront closed on weekdays it seriously affects areas for all people. Traffic builds up.
79. Flooding problems that already exist under circumstances. This already affects shops and locals.
80. Officious welcome by marina staff driving yachts away.
81. Address this (threat number 4) to increase its asset value.

3. Output from the analysis on Culture and Leisure:

Statement of Strengths	No. of people that agreed or disagreed
Culture: Historic sea port	31 agree
Culture: Range of public memorials, street furniture, trees and planting	21 agree 2 disagree 1 unsure
Culture: Captive audience arriving from port/cruise ships	19 Agree

	4 disagree
Social: Attractive harbour with a seafront that can be closed for easy pedestrian access for al fresco eating and entertainment	19 agree 1 disagree 2 unsure
Social: A seafront that runs from North Beach to La Vallette, including a newly restored bathing area which could be used for events	24 agree 1 unsure
Social: Castle Cornet – a natural event venue	25 agree
Statement of Weaknesses	
Few cultural attractions on the seafront	6 agree 15 disagree
No overall management and lack of 'art'	12 agree 15 unsure
Lack of consistent and quality signage / interpretation	15 agree 3 cross
Lack of parking, not all local businesses are supportive of the scheme, also lack of 'always available' leisure space	12 agree 6 disagree 1 unsure
Lack of parking and no natural pedestrian boardwalk to link up these areas with the seafront	10 agree 12 disagree
Lack of budget makes events unable to fulfil their potential	10 agree 6 unsure
Statement of Opportunities	
Culture: Celebrate the harbour setting (eg themes of shipbuilding / fishing / trade / WW2) and promote cultural heritage	27 agree 0 disagree
Culture: Develop a cultural vision to enhance and engage	12 agree 5 disagree
Culture: New interpretation and signage to inspire and inform	14 agree 3 disagree
Social: Increase the number of seafront closures during the summer months to include 'Summer Nights' evening eating and entertainment	15 agree 5 disagree 1 unsure
Social: Close the Castle Emplacement and La Vallette so that the areas can host new social and cultural events. Introduction of boardwalk that links the town seafront to these areas	10 agree 10 disagree
Social: Include Castle Cornet as a regular events venue on the seafront and link with town events	19 agree
Statement of Threats	
Poor quality offerings devalue the significance	8 agree 13 disagree
Haphazard installation dilutes message / impact; competition with other users	10 agree 6 disagree
Cluttered routes and open spaces	4 agree 7 disagree
Alfresco licences expensive and scheme needs support from restaurant / business owners along the seafront to be successful	16 agree 3 disagree

Further road closures, reduced parking and heavy traffic including cruise liner buses and bus terminus making pedestrian access more difficult	14 agree 3 disagree
Lack of funding and support	10 agree 3 disagree

We received over 90 suggestion and comments which are listed below:

1. Really build on strengths – Guernsey competes with many destinations.
2. Strengths need to be developed further.
3. Too much street furniture (2 ticks, 1 cross).
4. Extend parking times after 10am to encourage people to stay in town for longer than 2 hours (create 'linger time' – increase spending and use of facilities).
5. Natural beauty – need to capitalise on it.
6. Close on Sundays but not practical full time or weekdays (5 ticks, 1 cross).
7. Closure impractical - no alternative routes for traffic.
8. Crown and Albert parking is not social.
9. Lots of attractions - just not visible enough (2 ticks).
10. Misleading description/difficult to interpret.
11. Overall management through a 'one-stop-shop' for staging events etc is ESSENTIAL.
12. That's not rocket science. You don't need a consultation for that!
13. Lack of consistent and quality street furniture detracts (not just signage).
14. And useful signage.
15. Need to work with businesses – consult and organise events. They could work a lot better.
16. The seafront cannot be closed without impact.
17. Closing the seafront is not feasible if there is 7 day trading.
18. Town is east facing and loses the sun in the evening.
19. Al fresco culture is weather dependent.
20. Weather dependent.
21. Lack of tourist interest.
22. Do not close parking Monday to Saturday for businesses. Sunday and Bank Holidays for some events.
23. I do not regard 'not all local businesses are supportive of the scheme' as necessarily a weakness. This possibly conveys they are in the majority. Is this true?
24. Re-invent town parking.
25. Serious lack of parking for staff and customers.
26. There are other businesses other than just restaurants – don't forget them.
27. Why did the States sell the half moon café?
28. Create 2 tier parking a North Beach (see the development at Waitrose / B&Q). It could be 'gardened'.
29. There is no lack of parking, BUT need natural pedestrian space/walkway and smarter design for mixed use pedestrian/parking (2 ticks).
30. If clear vision and public / private initiative this would not be a problem.
31. Misuse of budget.
32. Whose budget?
33. Great events can be done on a shoestring.
34. Health and Safety reduces use of public buildings.

35. Town is not the be all and end all to Guernsey – we have a wonderful coast line which can also offer the same opportunities.
36. We do a few things and often not well enough.

Additional Comments – Opportunities/Threats

37. Teach the history of Guernsey in schools.
38. Public art - more imaginative and with more character than existing.
39. Ambitious and likely to result in a lot of talking but not actually achieving anything.
40. Sign to explain the formations of the arcade.
41. Start afresh with all signage, budget permitting.
42. Get rid of excess signage.
43. Plan and build better car parks. Possibly part underground and multi storey.
44. Could the seafront be widened and enlarge the pavement, directing most traffic outside [to develop a café culture along the seafront].
45. Pop up shops and kitchens.
46. Practicalities of closing roads frequently - e.g. putting out road signs.
47. Not more closures but do afternoon and evening combined closures.
48. Evening al fresco dining say after seafront Sunday till 9pm and entertainment. Other evenings a possibility but trial Sundays first.
49. Guernsey climate and temperature means unlikely to be popular at night.
50. Different areas could be closed, not just those mentioned.
51. No harm in trialling.
52. Solve conflicts of use by having multi-level building – parking underground, retail, housing / offices.
53. Regular criterion cycle racing on Sundays – every 2 weeks in summer months with corporate sponsorship.
54. Linking areas would be good but no real need to close additional areas off (1 tick).
55. Develop a 'new' and unique event for Guernsey.
56. Create an international classic car race (the Guernsey Monte Carlo) using the Val des Terres / Fountain Street.
57. Introduce double summer time [to make the most of evening events].
58. Double summer time would be a massive advantage to al fresco dining.
59. In the long term relocating parking off the piers would be ideal, perhaps with exceptions for disabled parking.
60. In favour of closing seafronts on Sunday and evenings across town.
61. More 'free' days for specific events with businesses using castle facilities.
62. Use the model yacht pond area in conjunction with Castle Cornet (build a pond somewhere less prime! It is a waste of good space).
63. Create an undercover area/roof at Castle Cornet – this will generate income!
64. Castle Cornet could have a high quality restaurant and be used for more functions, taking in the views (two ticks).
65. Castle Emplacement (bunker) is natural performance space.
66. A SMALL shuttle to move people along the whole seafront from the harbour to La Vallette – NOT expensive so that it is available to EVERYONE.
67. Consult with other similar places / towns / ports for solutions and ideas.
68. Create an underpass road along the front.

69. Put the market back to what it was. Small shops etc. miniature Covent Garden (or Jersey market)
70. Encourage return to old market culture in covered street.
71. Mill Street & Old Quarter – parking at other end (Trinity Square) would regenerate this historic quarter
72. Use appropriately qualified researchers / designers.
73. If events are temporary/pop-up quality isn't so important.
74. Quality is subjective - we need variety.
75. Weak political system without resolve to create great spaces.
76. Make licenses accessible again – this is an easy change.
77. Licence expense can be lessened/should be free, should not be a drawback.
78. Where are the wet weather facilities?
79. Increase parking for all cars at no charge to drivers.
80. Not a problem if multi-storey car parks built.
81. Too many uses of the Castle Emplacement – would need relocating.
82. Shared surfaces on seafront - buses/coaches and pedestrians only, possibly with electric bollards controlling movements (3 ticks).
83. Difficult to improve/balance these issues.
84. Castle Emplacement used by the Sailing Trust – would suffer if closed.
85. With realistic management (rather than demonising vehicles) effects [of closing the seafront] can be alleviated.
86. Work with the private sector.
87. I think if [there was a] clear vision and public private initiative there would be support.
88. Lack of support dictates funding.
89. Political system prevents leadership, prevents enabling ambitious projects/schemes.
90. No time line to manage change, i.e. 5/10/15/20 years.
91. The way cruise ships are managed and the effects on traffic and parking affects businesses.

4. Output from the analysis on the Environment:

Statement of Strengths	No. of people that agreed or disagreed
Through road on edge of Town with sea front pavements providing easy access and proximity to commerce / retail / leisure	20 agree 6 disagree
Piers provide parking	15 agree 7 against
Piers, wide roads (e.g. around bus terminus) provides opportunity to redevelop	14 agree 8 disagree 1 question mark
Busy with commuters, office workers, retail, sea users, ports, tourists.	19 agree 2 disagree
Historic with Tunnels, tiered buildings, "Historic chain" from Trinity to Weighbridge	26 agree
Coast provides space to expand	14 agree 134 disagree

	1 question mark
Statement of Weaknesses	
Creates busy roads with narrow lanes and confined pavements, not welcoming to pedestrians	15 agree 9 disagree 1 question mark
Drivers discharged on wrong side of road. Car park spoils visual amenity	12 agree 8 disagree
Currently does not maximise real estate value, poor quality public realm	14 agree 6 disagree
Too many competing demands, tension.	9 agree 11 disagree
Disjointed, not celebrated, limited open spaces, little signage/ interpretation	21 agree 2 disagree
More development on wrong side of the road/town, displaces coastal activities	9 agree 7 disagree
Statement of Opportunities	
Could create shared spaces, promenades, rest areas, al fresco, public art, linking/unifying town and harbours	19 agree 2 disagree
Could relocate car parks	17 agree 5 disagree
New development with public realm gains better environment for pedestrians/relaxing etc.	17 agree 1 disagree
Can develop and expand	11 agree 2 disagree
Celebrate historic character, improve shopping and sightseeing experience	25 agree
Could accommodate new demand whilst respecting historic areas	14 agree 3 disagree 2 question marks
Statement of Threats	
Might displace the car and ease of transport/access. Deliveries might be more difficult	10 agree 10 disagree
Might make town less accessible. Could spoil other locations	7 agree 11 disagree
New character could be unacceptable	6 agree 12 disagree
Loses the historic calm	9 agree 8 disagree
Care needed to protect the heritage assets including archaeology	29 agree
Partitions town into east and west	8 agree 16 disagree

We received over 50 suggestions and comments which are listed below:

1. The strengths should be coupled with tasteful road/ pavement infrastructure plus landscaping/ 'floralisation' in a joined up way.

2. With limitations not like St Helier.
3. How?
4. Around bus terminus perhaps.
5. Move bus terminus and expand area to improve amenities and possibly put underground car park.
6. Reduce commuter parking (to encourage bus use).
7. Less office workers with satellite business parks enticed out of town by employee parking, this affects retail turnover.
8. Needs greater access.
9. Info signs to explain the original usage of the vennels, i.e. importing wine, etc.
10. Only in one specific area.
11. Reclaim outside QEII Marina.
12. Should include St Sampson's (Bridge) to St Peter Port - Belgreve Bay.
13. Tidal Energy Lagoon.
14. Multi-storey or underground parking on edges of town is the only way to reduce traffic flow.
15. Car use is so integral to other parts of Island life: we need to address public transport, school hours and working hours for example.
16. Avoid some cars driving through Town by building car park north and south (build a large car park inside Val des Terres).
17. When Town front closed, one way for road works, this caused huge delays with traffic trying to get around Town.
18. Provide better parking and facilities before moving - think of locals and workers first.
19. Free park and ride with small buses.
20. Park and ride, more available from a number of locations/more frequent.
21. A Petit Train to move tourists.
22. Piers are a terrible place to park, better uses than parked cars.
23. Underground parking to make use of currently available space.
24. Close Crown Pier parking and expand parking with raised structure on North Beach – east end.
25. Multi-storey car park on North Beach, not too large/tall.
26. Improve parking – two levels on North Beach, fill in careening hard to improve parking and develop area by Slaughter House.
27. The rates charged for all marinas (moorings) are subsidised. Charge more so we have money for infrastructure maintenance.
28. Commercial port competes with leisure uses.
29. Harbour freight area is an eyesore; the containers should be parked in their owners' depots as they once were.
30. Consult businesses, better communications, work together.
31. Not allowed at the moment to put signs on windows.
32. The road should not create a right and wrong side, it should become the same side.
33. Unless front pedestrianized.

Additional comments – Opportunities/Threats

34. Shared space: fantastic, but in order to achieve equality between road users we need to give priority to vulnerable road users.
35. Make better use of existing spaces.

36. But separate pedestrians.
37. Underpass, take traffic away from front.
38. In favour of directing traffic flow around St Peter Port and close off seafront (quayside).
39. Again, potential under this strength, invest in pop up bollards at either end of seafront to close the road for events such as Seafront Sundays.
40. If moving car parking was easy it would have been done! *Further comment in relation to this comment* – This is a very negative view – it could be done given the will and proper planning.
41. No multi-storey car park. As long as we keep accommodating the problem (over dependency on cars) we will never get anywhere.
42. Car park relocation needs to recognise needs of town economy, explore multi-storey, possibly underground opportunities.
43. Car park relocation – close proximity to retail areas needs to be maintained – underground.
44. Underground parking under the market.
45. Underground car park, move Albert Marina boats – create new marina near Fish Quay – doable.
46. Albert Marina could be underground car park with building and amenity above, move marina to outside Fishermen's quay.
47. Multi-storey car parks each end of town and Frossard House.
48. Should build car park inside the hillside of Val des Terres.
49. Could build some car parks in strategic places in town.
50. Relocate parking to outside – with monorail link to centre.
51. Or trim a few spaces to beautify, i.e. as Crown Pier.
52. Look for the win-win-wins, i.e. solve problems with combined imaginative solutions.
53. Improve air quality and reduce noise pollution.
54. Deliveries need to be from a distribution hub using smaller vehicles.
55. Increased footfall from pedestrianized areas/shared space makes retail outlets more accessible.
56. Need more parking with easy access.
57. Not being able to change look of buildings if old.

5. Workshop conclusions

It is considered that the workshop was successful in enabling members of the public to engage in the exercise and to express their views and opinions on the factual information that was presented.

All attendees' fed back that they were either satisfied or very satisfied with the workshop as a whole. However, there was mixed feedback on the level of confidence that the issues and constraints, surrounding the use of the Town seafront, can be resolved. The Town Seafront Working Group hopes that confidence will grow with more public engagement.

Those attending the workshop showed a clear appetite for change in the Town seafront area, with a large number of 'opportunities' being added to those that were listed. Some emerging themes included reducing car parking on the Albert and Victoria piers by providing parking elsewhere, looking at alternative uses for the piers, and increasing the opportunities

for improved leisure uses. It is clear that car parking is an important matter for many people.

Based on the workshop findings, it could be argued that there is support for the Town Seafront Working Group to move ahead and to look at developing some concept ideas for the area. However, whilst every effort was made to ensure that the widest possible spectrum of views were captured through the extensively represented views of those present, it is not possible to confirm that the results would be the same if the workshop was carried out again for other attendees, or whether wider participation would achieve the same results.

Therefore, the Town Seafront Working Group is keen to undertake more work to ensure it has adequate community support to move to the next stage of the process, which will involve identifying some potential options for change.