



Ardrossan Community Development Trust

Proposals for Ardrossan South Beach
Promenade

Final Report on
Community Engagement Activities

3rd November 2021



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SUMMARY OF KEY FINDINGS

PRIOR ENGAGEMENT ACTIVITY

The current proposals for regeneration of the Ardrossan South Beach Promenade have emerged from community development work, and associated community engagement, dating back to the establishment of the lottery funded “Our Place” programme in 2014.

The notion of the beach and its Promenade as a significant asset for the town has been apparent across various aspects of engagement, with it being seen as a resource both for the local community and in terms of attracting people into the town.

A desire for improved playpark provision has been apparent for some time and engagement activity undertaken in 2020 concluded that investment in this should be focused on South Beach, in order to maximise benefits to the community and the town as a whole.

ENGAGEMENT DAY (14TH AUGUST 2021)

Feedback provided across a range of engagement activities undertaken at the Engagement Day suggested that there is widespread, though not universal, support for the proposals overall.

There was particularly strong support for conversion of the current toilet block to a community-run café with accessible toilets and the evidence from the engagement activities suggests that this would have a positive impact overall on frequency and duration of visits to the Promenade.

Support for “disability wheelers” which would allow wheelchair access to the beach.

Some of those that expressed opposition or scepticism about the proposals did so because they felt that the plans would diminish the character of the location and their enjoyment of it. Some felt that a more limited and incremental investment in improving the look of the Promenade and its facilities would be acceptable, but without making any major changes to the landscaping of the area and how it is used. Others were generally supportive of the plans but had specific reservations about the value and viability of specific strands (e.g. beach huts for retail purposes) and / or had concerns about aspects of the proposals (e.g. the “open” nature of the playpark).

ENGAGEMENT DAY (14TH AUGUST 2021)

Vehicle parking arrangements were an important talking point across the engagement activities. There were opposing views apparent about the appropriateness and safety of the current informal parking arrangements on grassed areas, as well as some concerns as to whether the parking arrangements proposed for the future would be safe and sufficient.

VISITOR AND RESIDENT SURVEY

Over half of survey respondents overall indicated that they visit but the great majority of visitors from outwith the KA postcodes (89%) say they visit only occasionally or less often.

The two main methods of reaching the Promenade were foot (47%) and Car (40%).

People use the promenade in a variety of contexts, including on their own, as couples and as groups of family and friends. Visitors from outwith the other KA postcodes are particularly likely to visit as family and friends (55% of parties)

At present, use of the Promenade was most commonly for the “informal” activities of general relaxation, walking and dog walking.

The average estimated time spent on a visit to the Promenade is 1.49 hours though this is higher (2.23 hours) amongst visitors from outside the KA postcode areas.

Average spend in the shops and eating / drinking places of Ardrossan on a typical visit to the Promenade is estimated at £14.05. Whilst this is higher amongst visitors from outside the KA postcode areas, the estimated figure of £22.80 amongst this group is still relatively low for a typical “day out”.

The level of anticipated usage of a range of project elements is high, ranging from 72% of survey respondents indicating that they or someone in their household may be interested in a new and extended play park, up to 97% for a community-run café. It is noted that anticipated usage is lower amongst the “immediate neighbours” of the development.

In general, perceptions that each of these elements would be “good for Ardrossan” are also common, ranging from 73% for a new and extended play park to 97% for a community-run café and, especially, 98% for fully accessible toilets. A majority of “immediate neighbours” considered that each element would be good for Ardrossan, other than in relation to the play park and retailer beach huts.

VISITOR AND RESIDENT SURVEY

Families with children were particularly positive about the new and extended play park and about the “crazy golf” type facility, and younger groups were more enthusiastic than others about the retailer beach huts.

60% of visitors to the Promenade indicated that a development such as this would make them visit more often, set against 5% that said it would make them visit less often although the most common response was that people would visit “a bit” more often. Those from the other postcode areas were more likely than others to say this would make them visit more often (79% including 15% “much more often” and 64% “a bit more often”).

Whilst most respondents from Ardrossan itself indicated that this would make no difference to them, a significant proportion (28% overall) said that it would make them go away from Ardrossan less often.

A significant proportion of respondents (60% overall) indicated that a development such as this would encourage them to stay longer at the Promenade when they do visit.

A very high proportion of respondents overall indicated a belief that each of these outcomes would arise, this being particularly so in relation to having a positive effect on the local economy generally (92%), encouraging others to invest in the town (92%) and increasing the number of people that visit Ardrossan for leisure purposes (91%).

The most common concerns included parking issues (cited as a concern by 42% overall) and the potential for vandalism and anti-social behaviour (40% and 43% respectively). It is worth noting that a significant minority of respondents expressed some degree of concern (even if “slight”) in relation to these issues and that this was the case even amongst those that are supportive of the proposal generally.

Overall, 90% of respondents expressed a degree of support for the proposal (including 54% that indicate they support it fully) against 8% that expressed a degree of opposition and 2% that gave a “don’t know” response.

A significant level of support is apparent amongst both local respondents and those from further afield. Less support was apparent amongst the “immediate neighbours” with 49% indicating some degree of support and 52% some degree of opposition (numbers do not sum to 100% due to rounding).

IMMEDIATE NEIGHBOURS RESIDENTS MEETING

Participants at the “immediate neighbours” residents meeting expressed concerns in relation to the proposals in relation to each of: the fundamental need and purpose of the project; whether it would achieve its claimed outcomes; certain aesthetic features of the plan; safety and quantity of parking arrangements; impact on vandalism and anti-social behaviour; and, the requirement for long-term maintenance and associated sustainability considerations.

Amongst the immediate neighbours that attended the meeting there was strong support for the development of the existing play park and for the conversion of the current toilet block to a community-run café with associated facilities. There was, however, strong opposition to the wider proposals for developing the area including the landscaping of parts of the area for specific uses and what was seen as the loss of current views and open spaces, as well as the loss of informal parking arrangements.

1.0 BACKGROUND, OBJECTIVES & METHODOLOGY

BACKGROUND

1.1 Ardrossan Community Development Trust (ACDT) is working on a series of activities for the regeneration of the Promenade at Ardrossan South Beach. The Trust was incorporated in July 2019 to succeed the Lottery funded Our Place programme, which was coming to an end and to continue with community development within Ardrossan, including the development of a proposed play park and wider regeneration activities, including at Ardrossan South Beach Promenade. Ordinary membership of the Trust is open to anyone ordinarily resident in the community who is aged 16 or over and on the electoral register. There are currently 294 Ordinary members. Junior Membership is also encouraged for 12-15 year olds and there are currently 3 Junior members. The Trust includes many members from other organisations within the town, including Ardrossan Community Association, Ardrossan Castle Heritage Society, Three Towns Growers, Whitlees Community Centre and the Ardrossan Community Sports Hub, all of which are organisations developed and supported through the original “Our Place” programme.

1.2 The Trust’s objects are:

“(1) The advancement of community development, including the advancement of urban/ rural regeneration;

(2) The maintenance, regeneration and improvement of the communities’ physical, economic, social and cultural infrastructure;

(3) The advancement of education, training, arts, culture, heritage, sports, recreation, environmental improvement, social and economic wellbeing.

But only to the extent that the above purposes are consistent with furthering the achievement of sustainable development.”

1.3 The Trust has developed a set of overall objectives for the regeneration of the South Beach Promenade, which are to:

- Support the regeneration of Ardrossan by maximising the potential of the Promenade and South Beach.
- Create a vibrant, welcoming, inclusive, sustainable and attractive seafront destination attracting tourism investment and visitors all year round.

- Improve local quality of life through increased opportunities for physical activity and recreation, volunteering and employment.
- Improve the quality of the local environment.

The proposals described below are intended to contribute to these overall objectives for the Promenade.

- 1.4 The proposals under development include a mix of activities including enhancements to the current play park, significant extension of the play park and provision of related facilities, and conversion of the current toilet block on the promenade to provide a community-led café and a proposed extension, creating a Community Hub that allows storage and delivery of items such as deckchairs, clubs for “crazy golf” and disability wheelers (these allowing for disabled access to the beach).

The specific range of potential elements has included a mix of decorative features and activities including: a “wave field” for informal play; climbing boulders; ship wind vanes as a feature celebrating the shipbuilding history of Ardrossan; conversion of the toilet block to provide a café, storage and meeting / exhibition space; mini castles on mounds; roundabouts and circular maze play equipment; sand, logs and boulder water play; a “crazy golf” course; wheelchair accessible seating; additional swings complementing an existing play area; and “beach huts” for retail use.

- 1.5 The overall plans have developed over time, initially through then Big Lottery funded Our Place funding programme and then by the Trust following its inception. At the time of writing, funding of almost £249,584 has been secured from the National Lottery Community Fund to develop an inclusive play park on the sea front, incorporating a range of features to encourage imaginative play and promote exercise amongst children of all ages.
- 1.6 Following a successful Phase 1 application, a Phase 2 application was submitted in October 2021, via North Ayrshire Council, to the Scottish Government’s Regeneration Capital Grant Fund for 2022 / 23. The elements for which funding as sought included:
- Development of the café within the current toilet block, including an extension to create a Community Hub on the Promenade.
 - Accessible toilet facilities to “Changing Places” standard.

- Development of additional, extended elements of an inclusive play park facility.
- Beach huts for commercial and community use (these would essentially be for retail use).

Planning permission for the above had yet to be sought at the time of the community engagement activities reported on herein, but we understand that an application has since been submitted (in October 2021) with a decision expected in January 2022.

OBJECTIVES OF THIS STUDY

- 1.7 Various elements of community engagement activity have been undertaken in the past, including through the Our Place programme and by the Trust in the initial development of its proposals, as well as more recently in the testing of community responses to the proposals (specifically including an extensive Community Engagement Day on 14th August). The first objective of the study has, therefore, been to summarise and describe the process and outcomes of this engagement activity.
- 1.8 In addition, there was a recognised need to further extend the current phase of community engagement in relation to the proposals by gathering feedback from a wider range of residents of Ardrossan and other visitors to South Beach Promenade, addressing their current usage of the Promenade, their views on the potential development of it and the potential outcomes associated with it, identification of any concerns, and identification of current levels of support or opposition to the proposals.
- 1.9 In addition, it was recognised that there was a need for further engagement with the “immediate neighbours” of the development (in and around South Crescent Road) to better understand their views and the nature of any concerns that they had regarding the proposals.

METHODOLOGY

- 1.10 The elements of work undertaken, which are reported on herein, have therefore included:
 - A Literature Review of community engagement activity that had already been carried out relating to the proposals.

- A large-scale survey, which involved 391 face-to-face interviews with visitors to the Promenade, alongside distribution of hard copy questionnaires to “immediate neighbours” and the provision of an online response option (there were 47 hard copy / online responses leading to a total sample of 438 respondents).
- Facilitation of a discussion meeting with the “immediate neighbours” which allowed them to ask any questions of members of the Trust Board who were in attendance and to set out their views on the project, including any specific concerns that they had.

Further detail on each element of work is contained within the relevant sections of this report.

1.11 The remainder of this report is structured as follows:

Section 2 summarises the prior engagement activity that was undertaken in the development of the proposals, up to and including activity carried out in calendar year 2020.

Section 3 details the outcomes of the more recent engagement activity carried out by the Trust and its delivery partners, including the outcomes of the various engagement activities undertaken at the Community Engagement Day on August 14th 2021.

Section 4 summarises in detail the findings of the Visitor and Resident Survey.

Section 5 summarises the outcomes of the immediate neighbours residents meeting.

It is anticipated that the content of this report will assist the Trust, and its partners, to consider whether and how to take forward their plans for the regeneration of the Promenade.

2.0 PRIOR ENGAGEMENT ACTIVITY

INTRODUCTION

2.1 Before commenting in detail on the recent aspects of community engagement pertaining to the potential development, we have briefly set out in this section an overview of the key milestones, particularly in terms of developmental and community engagement activity, which have brought the project to its current stage.

“OUR PLACE”

2.2 “Our Place” was a proactive lottery-funded programme targeted at seven areas of deprivation within Scotland where there had hitherto been a lack of community capacity and a limited track record in securing lottery and other funding for community-led activities. Ardrossan North East and Central was one of these areas.

2.3 The initial “Our Place” work involved a series of community engagement activities, including “listening surveys” conducted by the Community Renewal organisation on behalf of the Big Lottery, which resulted in a “Vision for Ardrossan” that had 5 key elements:¹

- Our physical environment is one that compliments the natural beauty of our location.
- More quality employment opportunities in the area.
- Better social facilities and activities for young people.
- Ardrossan is a town where tourists visit for Arts, Culture, History and Music.
- Our older generation have opportunities to participate within our community.

Alongside this overall vision was a set of 10 “top ideas” which included:

- Better play facilities in the town
- Events around arts, music, culture and history
- Upgrade the main streets and tidy up local area
- More shops and amenities
- Activities and social space for young people

¹ The Our Place “Vision for Ardrossan” document can be found online at: [Final-Draft-26.02.16-Ardrossan-a-Vision.doc.pdf \(communityrenewal.org.uk\)](#)

- Develop seafront and waste ground
- Opportunities for older generations
- Ardrossan to be a town that tourists come to visit
- More funding and investment bringing employment opportunities
- Sport and leisure facilities.

The “Our Place” programme was then delivered through a series of thematic working groups covering The Physical Environment, Young People, Opportunities for All, and Arts, Music, Culture & History.

- 2.4 The “Our Place” programme was delivered over a 5-year period from 2014 to 2019. It involved a series of activities that aimed to achieve the outcomes of communities having more influence on decisions taken locally, communities having more sustainable services and facilities that reflect their local priorities, and people feeling that their community was a better place to live.

THREE TOWNS CHARRETTE

- 2.5 The Three Towns Charrette was commissioned by North Ayrshire Council in 2017 and was delivered by a team led by Willie Miller Urban Design and covered the “Three Towns” of Ardrossan, Saltcoats and Stevenston.^{2 3}
- 2.6 The charrette process included initial on-street engagement where local residents, shoppers, businesses and visitors were asked for their positive and negative thoughts about their town and the Three Towns as a whole. The charrette report notes that over 100 people took part in these discussions. The comments were mapped and used to inform and prompt discussions at the subsequent charrette sessions. The charrette report identifies the following common themes from these initial discussions:

- Recognition of the coastline being the greatest asset of the Three Towns.
- A perceived lack of retail quality and diversity (in Ardrossan, this being particularly so in Glasgow Street).
- A perceived need for more facilities for young people.

² A “charrette” is an intensive multi-disciplinary multi-day planning process that encourages the active engagement of stakeholders in developing ideas collaboratively in relation to specific issues.

³ The full report on the charrette can be found online at: https://www.williemiller.com/wp-content/uploads/2018/01/3-towns-charrette_fr-02122017-lo-res.pdf

- A lack of local job opportunities.

A particular issue identified for Ardrossan was the difficulty in getting ferry visitors to spend time and money in the town.

- 2.7 Alongside these in-street conversations, the charrette team held around 25 discussions with “local activists”. A desire to “make more of South Beach” was reported as one of the themes arising from these discussions, including the potential for a café and improved play facilities.
- 2.8 A further element of pre-charrette engagement included two workshops with young people from the Three Towns Youth Forum. These discussions reflected some of the conversations with people from the community generally, including recognition of the coastline as a key asset and a desire for a wider variety of shops. Other themes related to more and safer green spaces, access to sporting facilities, and a need for better public transport connections.
- 2.9 The charrette itself was held across various workshop sessions on 14th, 15th, 16th and 19th June 2017. A total of seven workshops were held, with the charrette report indicating that between 20 and 30 people took part in each session. Based on the discussions, the charrette team set out a Vision for the Three Towns based on six overlapping themes:
1. Working together: communication and cooperation between the Council, businesses and community groups.
 2. Centres and hubs as economic and social assets.
 3. The shoreline as a major asset.
 4. Expanding and caring for the greenspace network.
 5. Food production.
 6. Promotion.

Theme 3 is of particular relevance here. Amongst the conclusions of the charrette was that, with respect to the shoreline:

“There was an ambition to increase the range of facilities on offer through capital expenditure on new infrastructure at strategic locations. These might include a splash pad, shore boardwalk, bike stations, overnight pods, outdoor gyms and watersport training facilities.”

It further concluded that:

“There was considerable interest in providing improved accessibility to the area’s beaches through better access....and specifically by providing beach wheelchairs).”

2.10 As well as the above issues that were of general relevance to the Three Towns, a number of specific facilities, developments or management ideas were identified for each town. Those of specific relevance to Ardrossan South Beach Promenade were:

- Toilets for Ardrossan South Beach
- Dog agility fun park at Ardrossan South Beach
- More things to do for younger people
- Community café
- Dealing with dog poo and litter on South Beach
- Clean up of railings at South Beach
- Parking management on South Beach.

ACDT WORKSHOPS 2020

2.11 Following its inception in 2019, the Trust began a process of developing further its plans for the South Beach Promenade and for other community development projects within Ardrossan. As part of this, two separate open public workshops were held in February 2020 (one at the Whitlees Centre and one at the Frank Sweeney Centre for Enterprise) which were designed and hosted by the art and design consultancy, WAVEparticle, supported by Mike Hyatt Architects. The groups had the specific purpose of considering four green spaces within the town, their positives and negatives with respect to the development of a playpark, and to select one of those sites as a priority for developing the project.

2.12 A slightly different approach was taken to each workshop. 16 people took part in the first workshop. In this workshop, participants were shown illustrations of playparks from elsewhere to prompt their thinking as to what they would like to see in Ardrossan. They were also shown graphical material with four potential sites within the town for the development of a playpark and were asked to choose their preferred location from these. All participants chose South Beach as the preferred location, with one single participant also choosing Castle Hill as a further preferred option.

2.13 Amongst the key issues raised by participants at this first workshop were the following:

- The importance of having a facility for both locals and visitors.
- This being a destination that people in Ardrossan would themselves use for a day out, with the suggestion being that this meant a nicer and more substantial offering that people would travel to rather than something very local.

- The significant attraction of seaside and island views.
- Desire for a safe and social outdoor space, especially for groups otherwise isolated within the community, such as single parent families.
- A belief that South Beach was less prone to vandalism than some other locations within Ardrossan.
- A desire for specific facilities, including toilets and cafes.
- A wish for the facility to be unique to Ardrossan and grounded in the town's heritage.

2.14 A similar format was adopted for the second of the workshops, with the addition of a formal presentation by the landscape architect, Mike Hyatt. 9 people attended this session. Again, the workshop report points to near unanimity in terms of South Beach as the preferred option for siting of the playpark (one respondent felt that alternative locations at Elm Park and Central Avenue would be good to draw people into the town; this individual pointed out the importance of signposting were the development to go ahead at South Beach).

2.15 Participants in these workshops pointed to lessons that could be learned from two other significant play parks in the general vicinity:

Eglinton Park: makes use of natural materials and provides a sense of adventure.

Largs Play Park: integrated with the walkway, attractive lighting and provides play for all ages.

Additional ideas raised at this workshop included climbing / bouldering and use of natural energy generation (e.g. through exercise activities).

2.16 This second workshop explored a range of ideas for a playpark and associated facilities at South Beach. Key themes from these discussions included:

- A desire for the playpark to be inclusive and accessible to all.
- An open space rather than a closed off play area - "Play along the Promenade".
- Sandcastle-based activities, which could be used to create semi-permanent structures and sculptures.
- Linking design features into the vantage point of Ardrossan Castle.

- Need for storage of play equipment and similar (potentially in a well-designed and presented “container”).
- Potential for the beach toilets (currently for sale) to be bought and turned into a coffee shop.
- The importance of both lighting and signposting.

This group also suggested an idea of overnight parking for people getting an early ferry, encouraging them to visit Ardrossan earlier. More generally, it was noted that “Parking is seen as a key issue for the South Beach site.”

- 2.17 The direction from earlier work and, in particular, the workshops undertaken in 2020, have been used by the Trust, alongside WAVEparticle and Mike Hyatt Architects, in the development of proposals for the play park and wider regeneration of the Promenade. These proposals have been considered and developed further, including through the community engagement activities undertaken during 2021, as set out in subsequent sections.

KEY POINTS

The current proposals for regeneration of the Ardrossan South Beach Promenade have emerged from community development work, and associated community engagement, dating back to the establishment of the lottery funded “Our Place” programme in 2014.

The notion of the beach and its Promenade as a significant asset for the town has been apparent across various aspects of engagement, with it being seen as a resource both for the local community and in terms of attracting people into the town.

A desire for improved playpark provision has been apparent for some time and engagement activity undertaken in 2020 concluded that investment in this should be focused on South Beach, in order to maximise benefits to the community and the town as a whole.

3.0 ENGAGEMENT DAY (14TH AUGUST 2021)

INTRODUCTION

3.1 A large-scale “Engagement Day” was held at the Promenade on Saturday 14th August. Due to the pandemic, this was the first opportunity for significant face-to-face engagement with the local community on the Trust’s proposals. The Engagement Day had a number of elements, which are discussed herein, included specific participative activities delivered by WAVEparticle and Sustrans, as well as engagement with Trust colleagues and the project architect on the various specific aspects of the proposals.

COMMUNICATIONS CAMPAIGN FOR THE ENGAGEMENT DAY

3.2 A communications campaign for the Engagement Day was undertaken by the Trust, starting on 16th July and running through to the immediate post-event period (to 16th August). The elements of this included:

- A notification containing details of the event and an online feedback questionnaire, which was posted on the Trust’s website on 16th July - the other communications described below linked into this.
- 3 separate Mailchimp mailings to known contacts on each of the 2nd, 7th and 16th August.
- A total of 8 facebook posts between 30th July and 15th August.
- A physical leaflet drop, from 1st August onwards, targeting all Ardrossan postcodes.

The Facebook posts reached an average of 660 and a total of 5,284 people. There were 1,117 engagements⁴ including 37 shares.

45 feedback forms were received through the Trust website, and these have been analysed along with hard copy questionnaires completed at the Engagement Day itself, as described below.

⁴ Defined as Likes, Comments, Shares or Mentions

ANALYSIS OF FEEDBACK FORMS FROM THE ENGAGEMENT DAY

- 3.3 The Engagement Day enabled participants to consider the emerging proposals, with illustrations of the plans being made available and individuals from the Trust, as well as the landscape architect Mike Hyatt, being available to discuss people's views. Illustrations of the plans were also available at the Trust's website at: [Ardrossan South Beach Playpark - Ardrossan Trust](#)
- 3.4 In addition to the 45 feedback form responses that were submitted online, 43 hard copy feedback forms were completed on the day (either by participants themselves or with the support of individuals from the Trust or the architects). These have been added to the online response to provide semi-structured feedback on aspects of the proposals from 88 people, the key points of which are summarised below.⁵
- 3.5 The majority of feedback form completions were from Ardrossan residents (63) but with 16 being from residents of Saltcoats / Stevenston, 6 from other areas and with 2 respondents not providing this information.
- 3.6 To gauge overall views on the proposals, people were asked to choose one option from the following: "Love it", "Indifferent", "Leave it as it is". The results were as follows:
- 55 respondents (63%) gave a "Love it" response.
 - 19 respondents (22%) gave a "Leave it as it is" response
 - 7 respondents (8%) gave an "Indifferent" response
 - 7 respondents (8%) gave no response.

These figures therefore show substantial, though not universal, support for the proposals amongst those that provided their feedback either online or on the day.

- 3.7 When asked if there was anything that they would like to see added to the plans there were a very diverse set of comments. Examples included:
- Changing facilities for disabled people
 - A designated dog walking area
 - A defined cycle path
 - Outdoor skatepark
 - Barbeque area
 - Sheltered spaces

⁵ It is noted that significantly more people reviewed the material and entered into discussions but without feedback forms being completed.

- Changing huts
- A “Splash Pad” or other water-based facilities.
- Separate cycle lanes.

A number of comments also related to extended and improved parking.

Some respondents also commented that there required to be secure fencing for play areas to allow for effective supervision of children.

Some other features were not about the nature of the plans as such but, more generally, about the condition and character of the area, with suggestions being made about things like lighting, hanging baskets and the quality of paving.

- 3.8 When asked if there was anything that they would like to see removed from the plans, the most common response was “everything” although it is stressed that this was amongst the minority of those engaged with who were opposed to the proposals generally.

A small number of respondents suggested the removal of specific elements but with these suggestions being quite diverse and referenced by only a few people (examples included climbing boulders, deckchairs, beach huts and the playpark generally). Some respondents also took the opportunity to suggest that the parking plans (along the side of the street) should be removed. Some expressed a desire to maintain the current informal parking arrangements on the grassed areas and others suggested the need for a “proper” car parking area to be provided.

Some respondents (generally amongst those that supported the “leave as is” option) suggested that the proposals should focus on more modest, incremental improvements.

- 3.9 It is noted that the sample of those providing feedback consisted primarily of people who were very frequent visitors to the Promenade, with 83% of the 82 respondents that answered this question indicating that they used the Promenade more than once a week.

Of the 50 respondents that answered a question as to whether the proposals would make them use the Promenade more often or less often, 80% said “more often” and 20% “less often”. The “more often” responses were driven by the increased range of things to do that would be available, whereas the “less often” responses were driven by views about the proposals changing the character of the area with specific concerns about it being too focused on children, as well as worries over safety of the facilities and anti-social behaviour.

3.10 The feedback forms allowed for a number of specific issues relating to the proposals to be considered:

- 48% said they currently use the Promenade as a meeting place for visitors and a slightly higher proportion (51%) indicate that they would do so were the Promenade to be regenerated as proposed.
- 95% of those that answered a Yes / No question on the subject indicated that they would use a Coffee Shop, were the current toilet block be converted into community use (with fully accessible toilets) for this purpose.
- Of those that indicate they would use the coffee shop, 26% indicate they would use the facility daily, 35% weekly and 39% occasionally.
- 68% of respondents that answered a Yes / No question on the subject indicated that the ability to purchase food and drinks would extend their stay on the Promenade.
- Of those that expressed a view, 58% indicated that the ability to purchase food and drinks on the Promenade would make them visit more often with 11% saying it would make them visit less often and the remainder saying this would not make any difference to them.
- Of those that expressed a view, 34% indicated that the ability to access deckchairs that can be borrowed free of charge would make them visit more often with 3% saying it would make them visit less often and the remainder saying this would not make any difference to them.
- 11 of the 88 respondents (13%) indicated specifically that they are excluded from the Beach as they cannot gain access with their chair.

3.11 With respect to the conversion of the toilet block, a number of respondents stressed the importance of the toilets being kept clean and well-maintained. Regarding the café element, there was a desire that this be a modern, good quality facility, with both indoor and outdoor seating areas.

3.12 With respect to suggestions for what could be sold from potential beach huts, common suggestions related to food & drink including ice creams and snacks, as well as beach items and souvenirs. Other suggestions included space for local Ayrshire crafts and photography.

WAVEPARTICLE ENGAGEMENT ACTIVITIES

- 3.13 A team from WAVEparticle took part in the Engagement Day, delivering two elements of engagement: a flag making workshop, and video “vox pops”. These activities had the aim of gathering from members of the local community “their ideas and aspirations for South Beach, as well as their thoughts and feelings about the plans for South Beach and what had happened already”,
- 3.14 The flag making workshop asked participants to come up with symbols and ideas inspired by the area. These were then printed onto flags and displayed, including in a flag procession towards the end of the day. 30 people took part in this activity, with 20 flags being produced.
- 3.15 For the “vox pops”, WAVEparticle brought a filmmaker to the South Beach event and invited local people to share their memories of, and their aspirations for, Ardrossan South Beach, aiming to capture insights into the town and the people who live and work there.
- 3.16 One of the video examples was with a resident of South Beach House Care Home. This resident was very impressed with the disabled beach buggies, which was designed (with large wheels) to allow people to get right down onto the beach. The Care Home Manager noted that residents are currently taken down onto the Promenade but can’t usually get on the beach itself and that this would be something they would love to do, and which would have a big impact on them.

This interview can be viewed at the link below:

[South Beach House Care Home Resident](#)

- 3.17 WAVEparticle report on a selection of five depth interviews (one of which was with a couple) that they took and filmed, and a number of themes arise from these interviews.

Firstly, there was a lot of interest in the plans and a view that it was important to things that would bring life back to the area and start to encourage visitors to return, who had been lost to the area. At the same time, people felt that this should be done in a sensitive way that retained the open, seaside character of the area.

Interviewees were enthusiastic about certain aspects of the proposals, including:

- The disabled beach buggies referenced in the interview above (with multiple interviewees mentioning friends or relatives who could benefit from these).
- The development of a café at the existing toilet block (specific comments here included the importance of building “out not up” should there be any extension and of catering for vegan diets).
- The beach huts (these were seen as being for short-term hire and one interviewee expressed an interest in hiring such a thing for a photography shoot).

Some specific suggestions were made in these discussions pertaining to aspects of the detailed design of any facility. These included:

- Including dune grass to form dunes for children to play on.
- Having a designated barbeque area.
- Refurbishing an existing “crazy golf” facility rather than creating a whole new one.
- Having a designated dog walking area.
- Having a safe space for roller blading.
- Facilities for water sports.

One interviewee noted that the proposals seemed very child and family focused and that, whilst this is a very positive thing in some ways, the proposals should ensure that the Promenade is for everyone.

One interviewee highlighted the importance of safe car parking, pointing out that cars parking freely on the edge of the grass can be dangerous in terms of their reversing into children / families.

- 3.18 Ardrossan Community Development Trust has commissioned WAVEparticle to make 104 bespoke deckchairs to be used at community events and the first 50, which have a focus on the history and heritage of the area, were on display on the day. The next batch of deckchairs is to be on the theme of “local heroes” and nominations for these were gathered on the day. A video on the deckchairs project, including a local hero nomination, can be viewed below:

[Deckchair Project](#)

SUSTRANS ENGAGEMENT ACTIVITIES

- 3.19 Sustrans Scotland have partnered with North Ayrshire Council and with Ardrossan Community Development Trust on the “Ardrossan Connections” Project. The project aims to “create a more accessible, safe and welcoming centre of Ardrossan and improve the experience for everyone using the National Cycle Network routes going through Ardrossan whether they choose to walk, cycle or wheel”. As part of the development of the Ardrossan Connections project and recognizing the importance of links between this and the proposals for South Beach Promenade Sustrans had several “engagement stations” at the Community Engagement Day, with 155 people noted as having engaged with this.⁶
- 3.20 Sustrans had already undertaken the “Discover Stage” of the Ardrossan Connections project during January and February 2021, which involved a mixture of online and hard copy surveys (284 completions in total), launch events conducted remotely (43 attendees) and individual consultations with local stakeholder groups. The comments pertaining specifically to South Beach from this stage of engagement have been extracted and the key points are summarised below (derived from comments from 21 people):
- There was a recognition of the area around South Beach as an asset to the town but one that had deteriorated, in part due to economic decline.
 - Concerns were expressed in relation to speeding cars.
 - Concerns were also expressed about the informal use of the grassed area as a car park and safety concerns associated with this.
 - There was scepticism as to how well shared spaces between walkers and cyclists would work.
 - A specific desire was noted for cycle infrastructure that would connect Ardrossan South Beach Station to the Promenade and to the Ferry Terminal.

⁶ It is noted that the project study area includes the current on-road section of National Cycle Network Route 753 and the section on Route 73 on Harbour Street and Glasgow Street. This area is tangential but closely linked to the Promenade, with Route 73 running through the area.

- 3.21 Feedback provided to Sustrans at the Community Engagement Day itself suggested that more amenities at South Beach would be welcomed in general. There was also a desire for the area to be made as attractive as possible through planting and, especially, ensuring that the toilet block (and possible beach huts) were attractive and colourful, potentially drawing on community artwork. Signage (for the whole of Ardrossan and including the Promenade) was also a common theme.
- 3.22 Feedback provided to Sustrans suggested a desire for bike parking to be available and there was also interest in a future e-bike facility. Concerns were again raised about a shared use path going through the area (walking, cycling) and, even if this could not be changed, support to change behaviours and make this work effectively would be welcomed.
- 3.23 A number of people raised the issue of car parking at South Beach. Including the appropriateness and safety of current informal parking arrangements, as well as any future plans.

KEY POINTS

Feedback provided across a range of engagement activities undertaken at the Engagement Day suggested that there is widespread, though not universal, support for the proposals overall.

There was particularly strong support for conversion of the current toilet block to a community-run café with accessible toilets and the evidence from the engagement activities suggests that this would have a positive impact overall on frequency and duration of visits to the Promenade.

Support for “disability wheelers” which would allow wheelchair access to the beach.

Some of those that expressed opposition or scepticism about the proposals did so because they felt that the plans would diminish the character of the location and their enjoyment of it. Some felt that a more limited and incremental investment in improving the look of the Promenade and its facilities would be acceptable, but without making any major changes to the landscaping of the area and how it is used. Others were generally supportive of the plans but had specific reservations about the value and viability of specific strands (e.g. beach huts for retail purposes) and / or had concerns about aspects of the proposals (e.g. the “open” nature of the playpark).

KEY POINTS (CONTINUED)

Vehicle parking arrangements were an important talking point across the engagement activities. There were opposing views apparent about the appropriateness and safety of the current informal parking arrangements on grassed areas, as well as some concerns as to whether the parking arrangements proposed for the future would be safe and sufficient.

4.0 VISITOR AND RESIDENT SURVEY

METHODOLOGY

4.1 The visitor and resident survey was designed to gather broader community views on the proposed development and to capture the views of visitors to the Promenade as well as of a greater number of local people. The following issues were investigated:

- Current usage of the Promenade
- Potential usage and views on the different elements of the potential development
- Potential outcomes
- Potential concerns
- Overall views on the proposals.

A structured questionnaire was prepared to address these issues, which was administered in two ways:

- Through an intercept survey at the Promenade, with interviews being conducted by IBP's interviewing team on each of Saturday 28th August, Sunday 29th August, Friday 3rd September and Friday 4th September - a total of 391 responses were achieved in this way.
- Through a hard copy survey, which was issued to 148 addresses immediately neighbouring the proposed location - 42 responses were received in this way.
- Through an online completion option, that was included in this hard copy mailing - 5 responses were secured in this way.

In total, 438 survey responses were secured, with the detailed profile of these being as set out below. We have generally reported on these findings as a whole but it should be recognised that the results are of best value in understanding the views of different groups of respondents, as detailed in the profile below.

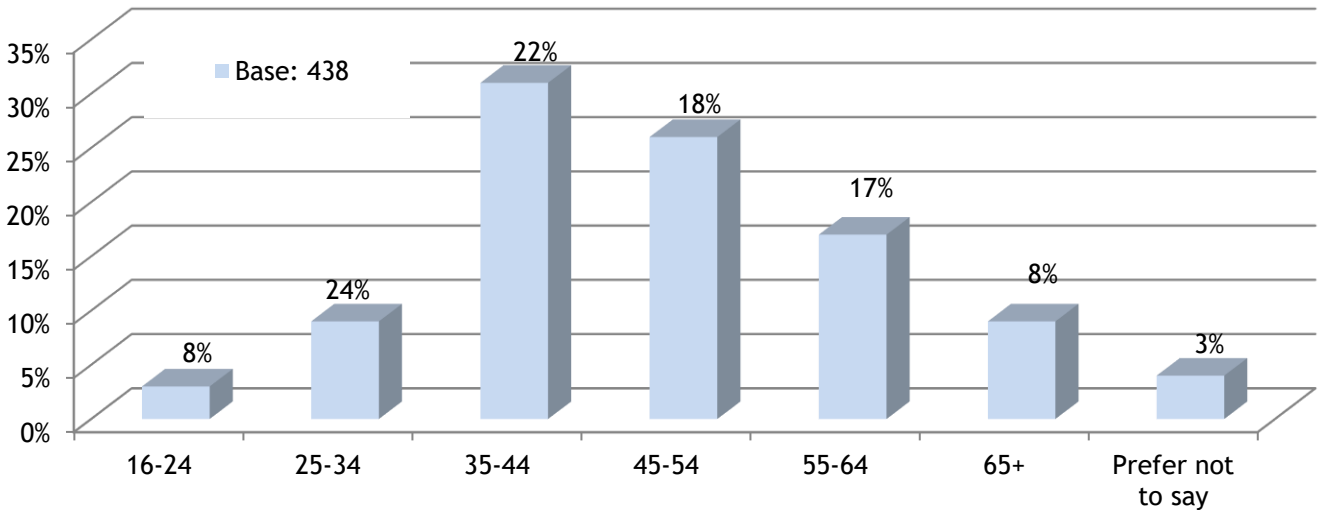
OVERALL RESPONDENT PROFILE FOR THE SURVEY

4.2 67% of respondents identified as female and 31% as male, with the remainder indicating that they preferred not to say.⁷

⁷ It should be noted that, throughout this section of the report, responses may not sum to 100% due to rounding.

4.3 The age profile of respondents is shown in Figure 4.1:

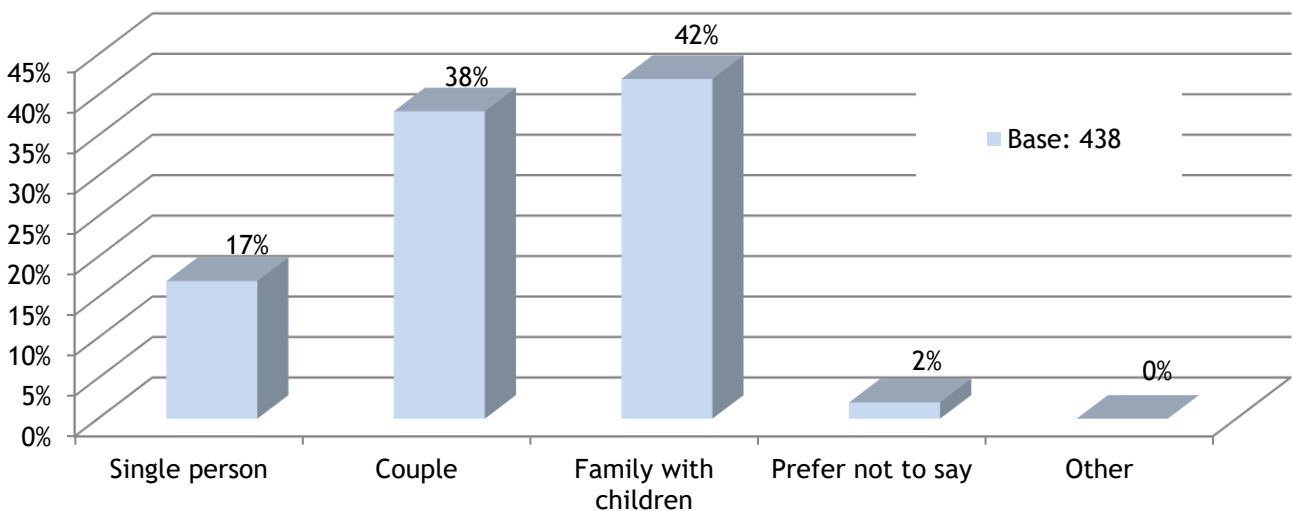
Figure 4.1: Respondent Profile - Age



A broad range of ages was apparent amongst respondents but with the 35-44 and 45-54 age groups being most common.

4.4 The profile of survey respondents by household type is set out in Figure 4.2:

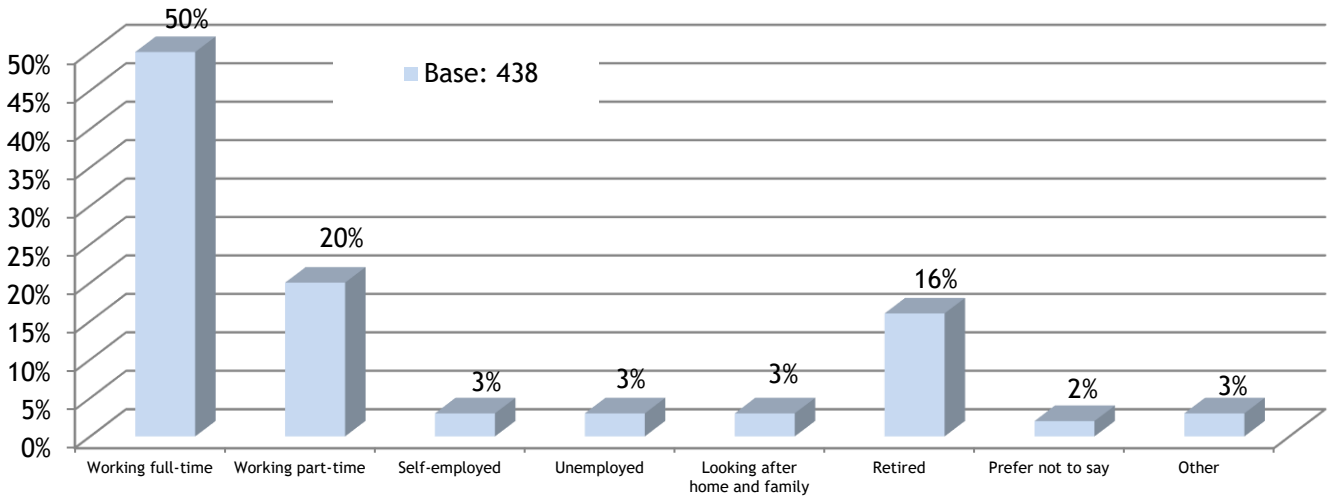
Figure 4.2: Respondent Profile - Household Type



A broad mix of household types was apparent, including families, couples and single people.

4.5 The profile of survey respondents by the working status of the head of household is set out in Figure 4.3:

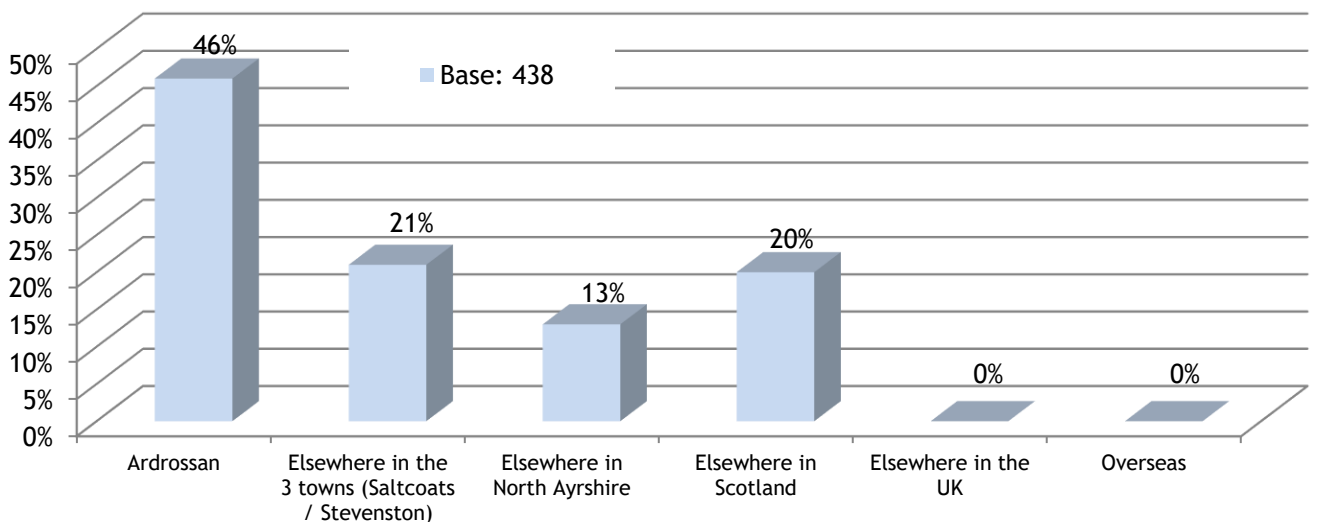
Figure 4.3: Respondent Profile - Working Status



Most respondents were working (either full time or part time) but with there being a significant number of retired people and a small proportion of respondents within each of the other categories.

4.6 The profile of respondents by broad location (in response to the question “where do you live?”) is set out in Figure 4.5

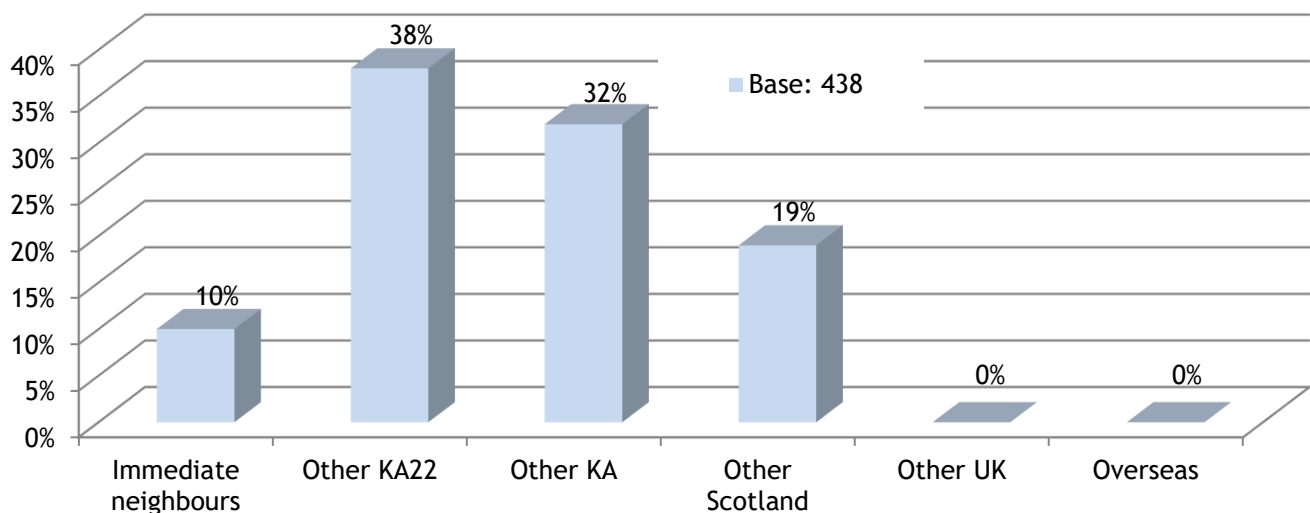
Figure 4.5: Respondent Profile - Broad Location



Whilst almost half of respondents indicated that they came from Ardrossan itself, a significant proportion were from outwith Ardrossan, including people from elsewhere in the three towns, elsewhere in North Ayrshire and beyond North Ayrshire.

4.7 Respondents were asked to provide postcode information, and, from this, we have been able to derive the following location profile of respondents to the survey:

Figure 4.6: Respondent Profile - Postcode



This approach specifically identifies the “immediate neighbours” of the promenade which, for these purposes, we have defined as those respondents that identified themselves as being from the following locations and postcode areas:

- South Crescent Road - KA22 8DY, KA22 8EA*
- Arran Place - KA22 8DR*
- Pavilion Place - KA22 8DT*
- Crathie Drive - KA22 8HQ*
- Verona Place - KA22 8EJ*
- Kilmeny Court - KA22 8DJ*
- Kilmeny Terrace - KA22 8DX*
- Barony Court - KA22 8DZ*
- Lauriston Court - KA22 8AG*
- South Beach Road (part) - KA22 8AU.*

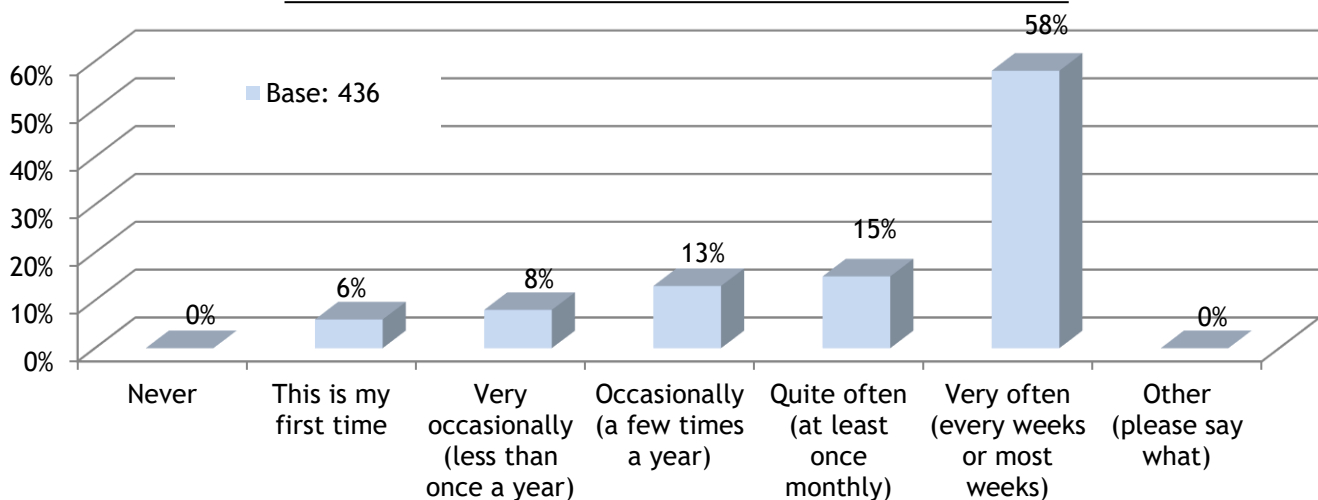
Overall, we have been able to confirm 45 of the survey responses as coming from these “immediate neighbours” and have identified these separately as well as people from other KA22 postcodes (mainly Ardrossan), other KA postcodes (covering a range of adjacent areas within the North Ayrshire, South Ayrshire and East Ayrshire Local Authority areas) and other areas beyond the KA postcode area.

4.8 ACDT has been provided with data tables that show the detailed breakdown of results in relation to each of these issues. In the body of the text, we set out the overall results and, where relevant, show the breakdown of results by postcode area, this being of particular relevance to many of the survey themes. Where other breakdowns are of particular relevance, we have also noted these.

CURRENT USAGE OF THE PROMENADE

4.9 The overall profile of frequency of visit to the Promenade is noted in Figure 4.7 below:

Figure 4.7: Frequency of Visiting the Promenade



Overall, just over half of survey respondents indicated that they visited the Promenade every week and a significant minority do visit less frequently.

4.10 Table 4.2 over the page shows the breakdown of responses to this question by postcode location:

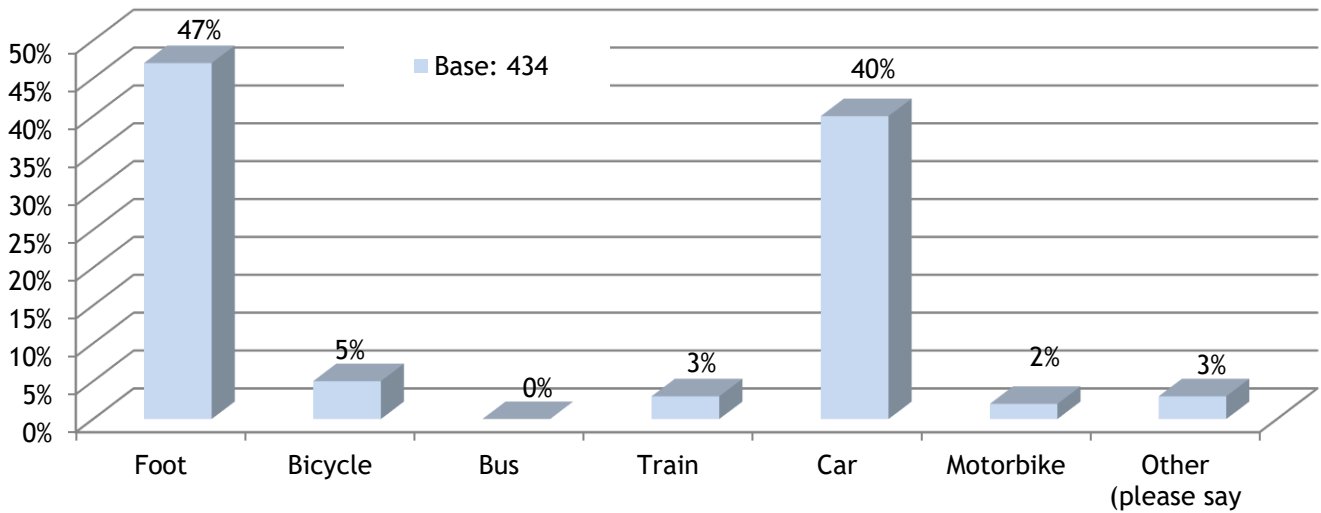
Table 4.2: Frequency of Visiting the Promenade (Postcode Analysis)

Frequency of visit to the Promenade	Immediate neighbours	Other KA22	Other KA	Other
Never	-	-	1%	-
This is my first time	-	-	3%	25%
Very occasionally (less than once a year)	-	1%	7%	26%
Occasionally (a few times a year)	-	1%	16%	38%
Quite often (at least once monthly)	2%	8%	33%	7%
Very often (every weeks or most weeks)	95%	90%	40%	5%
Other (please say what)	2%	-	-	-
Base	43	166	142	85

These figures show the extent to which respondents from the KA22 postcode already make very frequent use of the Promenade. This is slightly less apparent amongst people from the other KA postcodes where 27% say that they visit only occasionally or less often. Of particular note is the high proportion of visitors from elsewhere who visit only occasionally or less often (this being the case for 89% of respondents in this category).

- 4.11 Those most likely to say that they visit either quite or very often were in the 16-24 age group (91%) and in the 65+ age group (92%). Families with children were somewhat less likely than average to say that they visited quite or very often (65% compared to 73% overall). Retired people were currently most likely to say that they visited quite or very often (81%).
- 4.12 Respondents were asked about their main method of travel when they visit the Promenade, and the results are shown in Figure 4.8 over the page:

Figure 4.8: Main Method of Travel when Visiting the Promenade



The two main methods of reaching the Promenade were foot (47%) and Car (40%) with there being some use of bicycle, train and motorbike (interestingly, no use of buses as the main method of travel was identified).

4.13 Table 4.3 below shows the breakdown of responses to this question by postcode location:

Table 4.3: Main Method of Travel when Visiting the Promenade (Postcode Analysis)

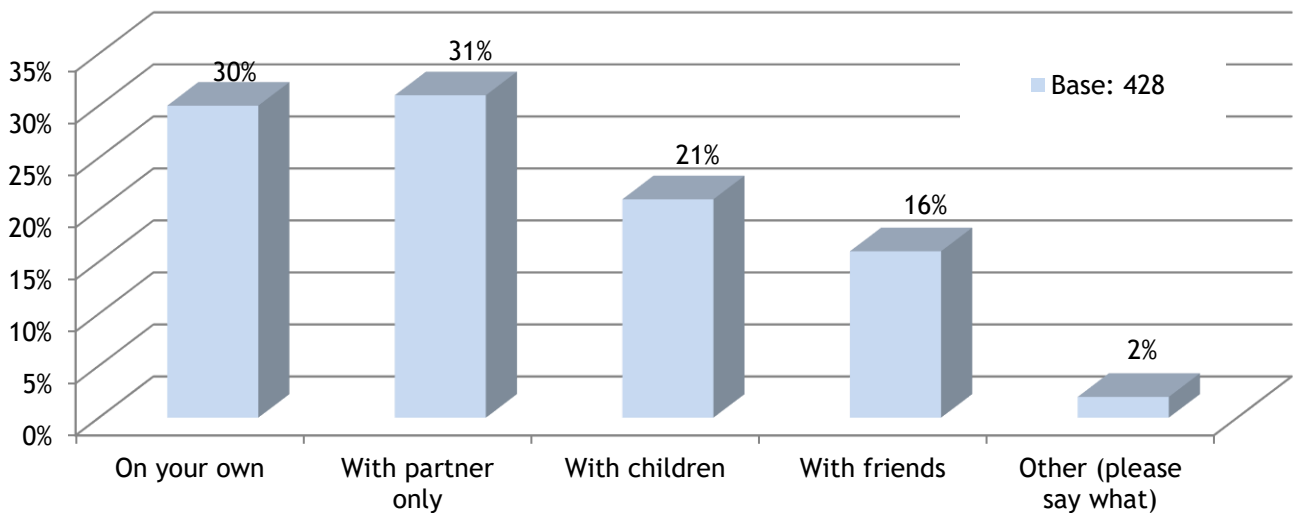
Main Method of Travel	Immediate neighbours	Other KA22	Other KA	Other
Foot	91%	73%	30%	2%
Bicycle	5%	8%	4%	1%
Bus	-	-	1%	-
Train	-	-	-	14%
Car	5%	18%	61%	67%
Motorbike	-	1%	2%	2%
Other (please say what)	-	-	1%	13%
Base	43	165	141	85

As might be expected, travel by foot is predominant amongst people from the Ardrossan postcodes although a significant minority of those in the other KA22 postcodes (18%) say that car is their main method of travel. Those from other KA postcodes mainly used the car (61%) although a significant proportion walked (30%). Those from other postcode areas predominantly arrived by car. The “other” category here comprised caravans, motor homes and similar.

4.14 People in the 35-44 age group were particularly likely to access the Promenade by car (52% compared to 40% overall) as were families with children (50%).

4.15 Figure 4.9 profiles the nature of parties visiting the Promenade:

Figure 4.9: Nature of Party when Visiting the Promenade



People use the promenade in a variety of contexts, including on their own, as couples and as groups of family and friends.

4.16 Table 4.1 below shows the breakdown of responses to this question by postcode location:

Table 4.4: Nature of Party Visiting the Promenade (Postcode Analysis)

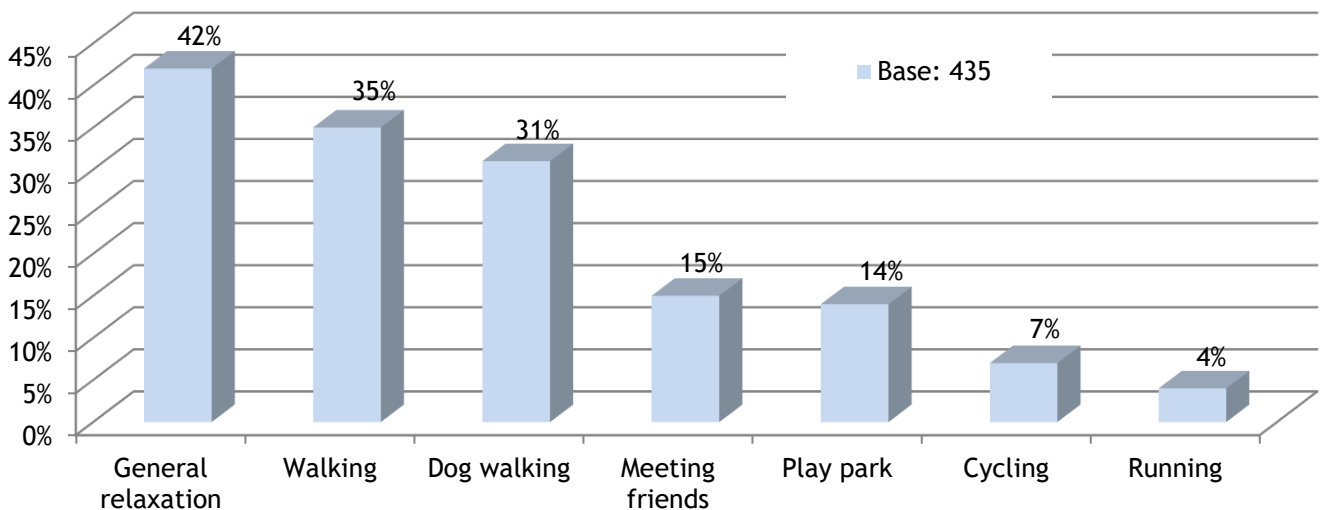
Nature of Party	Immediate neighbours	Other KA22	Other KA	Other
On your own	45%	44%	27%	2%
With partner only	26%	25%	32%	43%
With children	11%	13%	23%	36%
With friends	3%	17%	17%	19%
Other (please say what)	16%	1%	1%	-
Base:	38	165	141	84

These figures suggest that visitors from outwith Ardrossan, and especially from outwith the other KA postcodes, are particularly likely to visit as family and friends (representing 55% of parties overall in the latter group).

4.17 Those in the 16-24 age group were overwhelmingly likely to visit with friends (68% compared to 16% overall) whereas those in the 25-34 and 35-44 age groups were most likely to visit with children (40% and 36% respectively, compared to 21% overall). People in older age groups were much more likely to visit on their own (40% of 55-64 year olds and 46% of those aged 65+ compared to 30% overall) or with their partner only (44% of 55-64 year olds and 46% of those aged 65+ compared to 31% overall).

4.18 The reasons for which respondents say they use the Promenade currently are set out in Figure 4.10 below (numbers sum to greater than 100% as multiple responses were allowed):

Figure 4.10: Reasons for Using the Promenade



At present, use of the Promenade was most commonly for the “informal” activities of general relaxation, walking and dog walking.

4.19 Table 4.5 over the page shows the breakdown of responses to this question by postcode location:

Table 4.5: Reasons for Using the Promenade (Postcode Analysis)

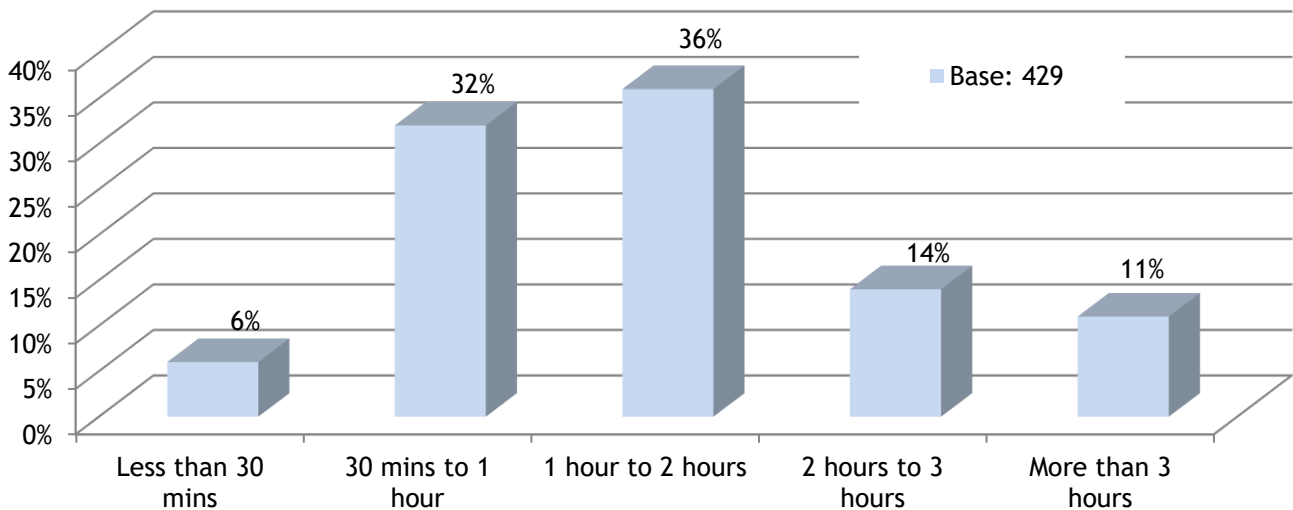
Reasons	Immediate neighbours	Other KA22	Other KA	Other
General relaxation	65%	19%	38%	82%
Walking	84%	39%	27%	16%
Dog walking	30%	39%	35%	11%
Meeting friends	42%	11%	11%	18%
Play park	16%	11%	16%	15%
Cycling	23%	7%	6%	2%
Running	14%	3%	3%	1%
Something else	-	-	1%	1%
Base	43	166	141	85

The “immediate neighbours” to the Promenade were particularly likely to say that they used it for walking (84%), general relaxation (65%) and meeting friends (42%). Those from outside the KA postcodes were most likely to say that they used the Promenade for general relaxation.

4.20 Some distinctions by gender were apparent for this question. Males were more likely to use the Promenade for cycling (16% compared to 3% of females) but females were more likely to say that they used the Promenade for dog walking (34% compared to 25% of males) and for the play park (18% compared to 6% of males). Those aged 65+ were disproportionately likely to use the Promenade for walking (58% compared to 35% overall). Perhaps unsurprisingly, families with children were more likely than average to say that they used the play park but still only 28% of respondents in this group cited this as a reason for using the play park (compared to 14% overall).

4.21 The length of time that respondents said they normally spent visiting the Promenade is noted in Figure 4.11 over the page:

Figure 4.11: Normal Time Spent on a Visit to the Promenade



People currently spend a relatively brief period of time when visiting the Promenade, the median period being 1 to 2 hours. The average estimated time spent on a visit to the Promenade is 1.49 hours.⁸

4.22 Table 4.6 below shows the breakdown of responses to this question by postcode location:

Table 4.6: Normal Time Spent on a Visit to the Promenade (Postcode Analysis)

Time Spent	Immediate neighbours	Other KA22	Other KA	Other
Less than 30 mins	5%	10%	6%	-
30 mins to 1 hour	51%	35%	35%	13%
1 hour to 2 hours	36%	38%	42%	24%
2 hours to 3 hours	3%	13%	13%	25%
More than 3 hours	5%	4%	4%	39%
Base	39	164	141	85

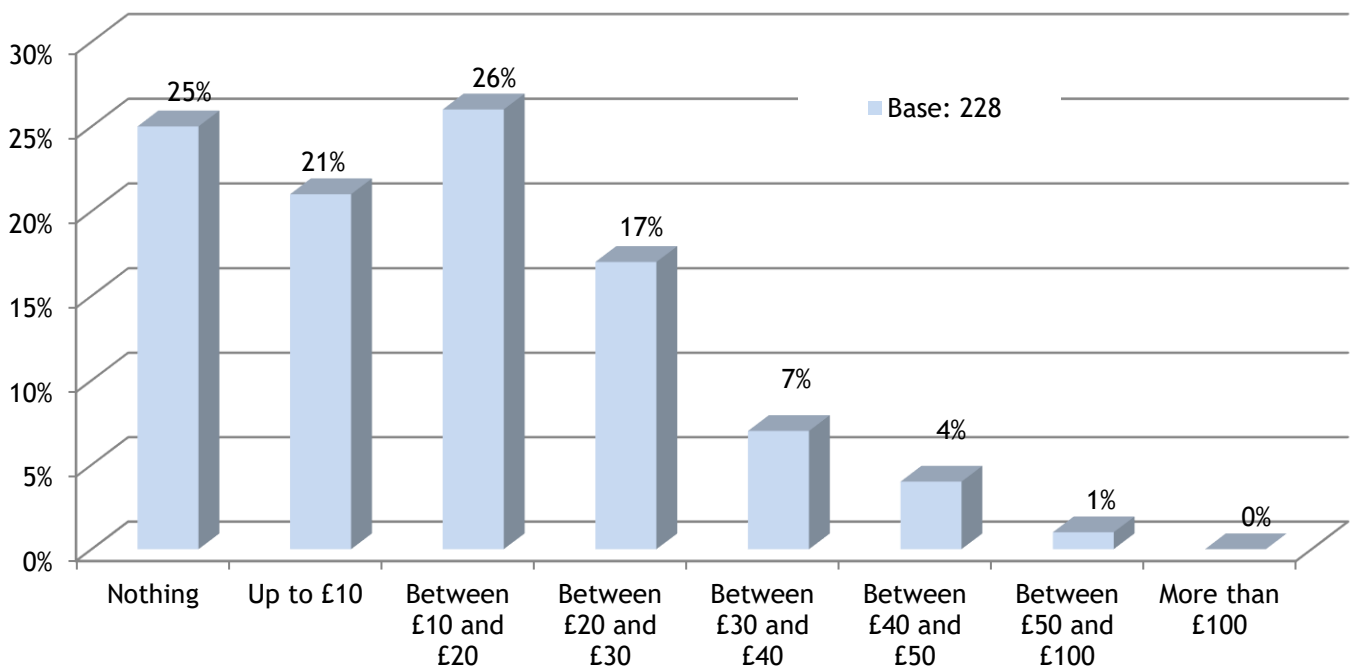
Whilst those from the other KA postcode areas do tend to spend more time on a visit, the extent of this is fairly marginal. However, those from outside the KA postcode areas do spend more time on a visit, with the median period falling in the 2-3 hour range and including 39% that say they visit for more than 3 hours. The average estimated time spent on a visit to the Promenade amongst this group is 2.23 hours.

⁸ Calculated by applying the mid-points of the bands provided, with more than 3 hours being taken as 3 hours.

4.23 In general, families with children tended to have a longer visit time than other groups (36% saying that their typical visit lasted 2 or more hours, compared to 25% of respondents overall).

4.24 Respondents were asked to indicate how much they spent on average in the shops and eating / drinking places when they visit (specifically excluding general grocery shopping). The profile of responses overall is shown in Figure 4.12 (this question was asked only of non-Ardrossan residents):

Figure 4.12: Approximate Spend in Shops and Eating / Drinking when Visiting the Promenade



Spend on the shops and eating / drinking in Ardrossan when visiting the Promenade is currently relatively low, with the median figure falling in the £10-£20 range. Using the mid-points of the various ranges, we calculate the average spend at £14.06.

4.25 Table 4.7 over the page shows the breakdown of responses to this question by postcode location:

Table 4.7: Approximate Spend in Shops and Eating / Drinking when Visiting the Promenade (Postcode Analysis)

Spend	Immediate neighbours	Other KA22	Other KA	Other
Nothing	-	13%	38%	4%
Up to £10	-	50%	26%	8%
Between £10 and £20	-	38%	21%	34%
Between £20 and £30	-	-	9%	30%
Between £30 and £40	-	-	2%	16%
Between £40 and £50	-	-	3%	6%
Between £50 and £100	-	-	-	2%
More than £100	-	-	-	-
Base				

These figures show that average spend is higher amongst those from other KA postcodes and, especially, amongst those from other areas, reflecting the likelihood that more such visits are “days out”. We estimate the average spend amongst those from the “other” postcode areas to be £22.80, compared to the overall average figure of £14.06 recorded. In our experience, this is still a relatively small level of expenditure for a typical day out.

KEY POINTS

Over half of survey respondents overall indicated that they visit but the great majority of visitors from outwith the KA postcodes (89%) say they visit only occasionally or less often.

The two main methods of reaching the Promenade were foot (47%) and Car (40%).

People use the promenade in a variety of contexts, including on their own, as couples and as groups of family and friends. Visitors from outwith the other KA postcodes are particularly likely to visit as family and friends (55% of parties)

At present, use of the Promenade was most commonly for the “informal” activities of general relaxation, walking and dog walking.

KEY POINTS (CONTINUED)

The average estimated time spent on a visit to the Promenade is 1.49 hours though this is higher (2.23 hours) amongst visitors from outside the KA postcode areas.

Average spend in the shops and eating / drinking places of Ardrossan on a typical visit to the Promenade is estimated at £14.05. Whilst this is higher amongst visitors from outside the KA postcode areas, the estimated figure of £22.80 amongst this group is still relatively low for a typical “day out”.

USAGE OF POTENTIAL DEVELOPMENT

- 4.26 The survey went on to explore potential usage of different project elements and the extent to which each of these elements was considered to be a “good thing” for Ardrossan. The following overview was provided in both the hard copy and interviewer-administered versions of the survey:

“The proposals for regeneration of the Promenade include a new play park that would extend the existing play park providing additional facilities such as climbing boulders and landscaped play spaces. There are also plans to redevelop the current toilet block to house a café (with patio seating) and other facilities.”

The specific elements of the proposal were then listed / read out to respondents. It should be recognised that this process is not one where respondents always have a full and comprehensive appreciation of the specific nature of any plans (though hard copy respondents were referred to information on the ACDT website) but is designed to provide an overall indication of respondent views in principle on the various elements of the proposal.

- 4.27 Respondents were asked the following question:

“Which of the following elements of the proposal do you think you and / or others in your household may be interested in personally?”

The overall results are set out in Table 4.8 over the page, arranged in descending order of indicated usage:

Table 4.8: Personal / Household Interest in Elements of Proposal

Element of Proposal	Yes	No	Don't Know	Base
Community-run café with internal and external seating in the current toilet block	97%	3%	0%	436
Fully accessible toilets within this building	96%	4%	0%	434
Provision of “disability wheelers” which allow wheelchair users access to beach	88%	9%	2%	432
Provision of free of charge deckchair hire	87%	10%	4%	435
Beach huts on the promenade that would be rented out to retailers for sale of beach items, toys, refreshments and so on	86%	11%	3%	435
A “crazy golf” type facility as a future extension of the play park	75%	15%	10%	434
New and extended play park	72%	22%	6%	434

The level of interest in each of these elements is high, ranging from 72% of survey respondents indicating that someone in their household may be interested in a new and extended play park, up to 97% for a community-run café.

- 4.28 Levels of personal interest in usage of each of these elements were lower amongst the “immediate neighbours” category of respondent, being 73% for the community-run café, 67% for fully accessible toilets, 38% for disability wheelers, 33% for free deckchair hire, 26% for retailer beach huts, 48% for a “crazy golf” type facility and 27% for a new and extended play park.
- 4.29 As might be expected, anticipated personal usage of the play park was particularly high amongst families with children (85%). This group were also most likely to anticipate usage of the “crazy golf” type facility (83%). Anticipated usage of the beach huts for retail purposes was particularly high amongst younger age groups (97% of 16-24 year olds, 95% of 25-34 year olds and 94% of 35-44 year olds).

4.30 Respondents were then asked the following broader question as to whether or not they considered that each of these elements would be good for Ardrossan generally:

“Whether or not you think someone in your household would use this personally, please say whether or not you think each of these things would be good for Ardrossan generally.”

The overall results are set out in Table 4.9 below (again arranged in descending order):

Table 4.9: Elements of Proposal Perceived to be “Good for Ardrossan”

Element of Proposal	Yes	No	Don't Know	Base
Fully accessible toilets within this building	98%	2%	0%	434
Community-run café with internal and external seating in the current toilet block	97%	3%	0%	434
Provision of “disability wheelers” which allow wheelchair users access to beach	90%	7%	3%	433
Provision of free-of-charge deckchair hire	89%	6%	5%	434
Beach huts on the promenade that would be rented out to retailers for sale of beach items, toys, refreshments and so on	88%	9%	3%	434
A “crazy golf” type facility as a future extension of the play park	78%	15%	7%	434
New and extended play park	73%	22%	5%	434

Again, a significant majority of respondents considered that each of these elements would be “good for Ardrossan” and this was common across all postcode groupings. The only exceptions were amongst the “immediate neighbours” where support for a new and extended play park was only 43% and for beach huts was only 38%; otherwise, a majority in this group felt that each of these elements would be “good for Ardrossan”.

- 4.31 A similar pattern was evident as with the anticipated usage question, with families with children being particularly likely to perceive that a new and extended play park (84%) and a “crazy golf” facility (84% would be good for Ardrossan, Similarly, a very high proportion of younger people felt the retailer beach huts would be good for Ardrossan (97% of 16-24 year olds, 95% of 25-34 year olds and 93% of 35-44 year olds).

KEY POINTS

The level of anticipated usage of a range of project elements is high, ranging from 72% of survey respondents indicating that they or someone in their household may be interested in a new and extended play park, up to 97% for a community-run café. It is noted that anticipated usage is lower amongst the “immediate neighbours” of the development.

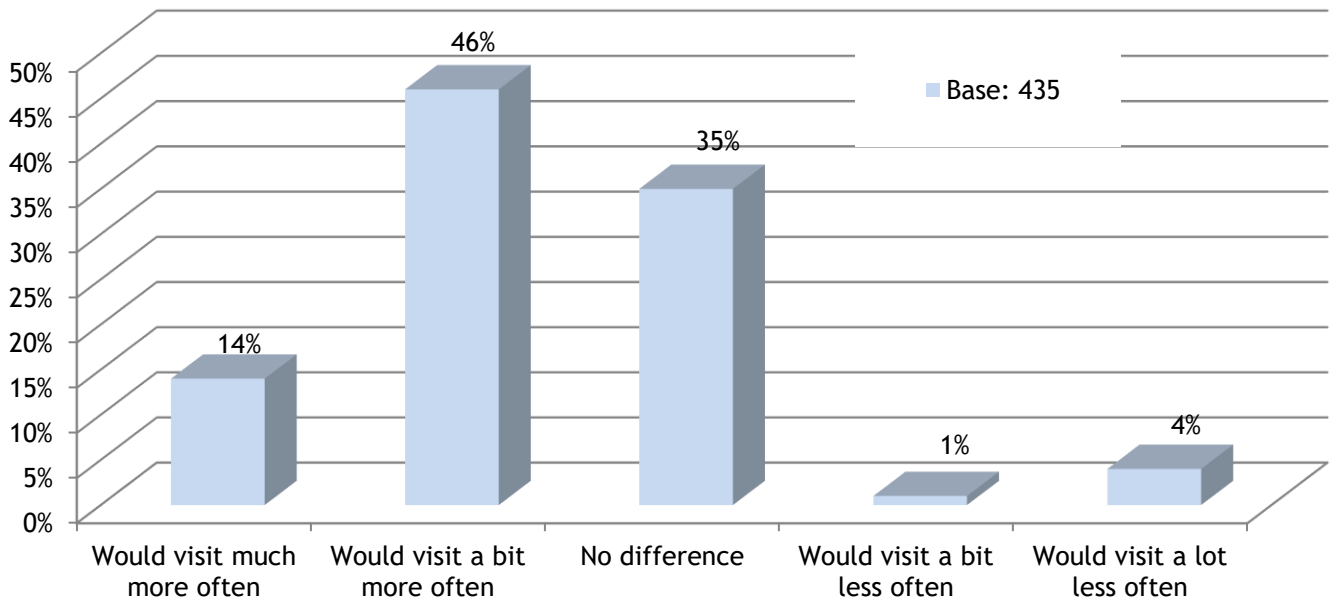
In general, perceptions that each of these elements would be “good for Ardrossan” are also common, ranging from 73% for a new and extended play park to 97% for a community-run café and, especially, 98% for fully accessible toilets. A majority of “immediate neighbours” considered that each element would be good for Ardrossan, other than in relation to the play park and retailer beach huts.

Families with children were particularly positive about the new and extended play park and about the “crazy golf” type facility, and younger groups were more enthusiastic than others about the retailer beach huts.

POTENTIAL OUTCOMES

- 4.32 The survey went on to explore a range of issues pertaining to potential outcomes, both in terms of potential changes in usage levels of the Promenade and in relation to wider social and economic outcomes, and the results of this are summarised in this section.
- 4.33 Respondents were asked to comment on the impact that they felt a development such as this would have on how often they visit the Promenade, and the results are set out in Figure 4.13 over the page:

Figure 4.13: Impact on Frequency of Visit



60% of visitors to the Promenade indicated that a development such as this would make them visit more often, set against 5% that said it would make them visit less often. It is noted, however, that the biggest response was that people would visit “a bit” more often. Those from the other postcode areas were more likely than others to say this would make them visit more often (79% including 15% “much more often” and 64% “a bit more often”). 43% of the “immediate neighbours” indicated that the development would make them visit less often, including 33% who said they would visit a lot less often.

4.34 Table 4.10 over the page shows the breakdown of responses to this question by postcode location:

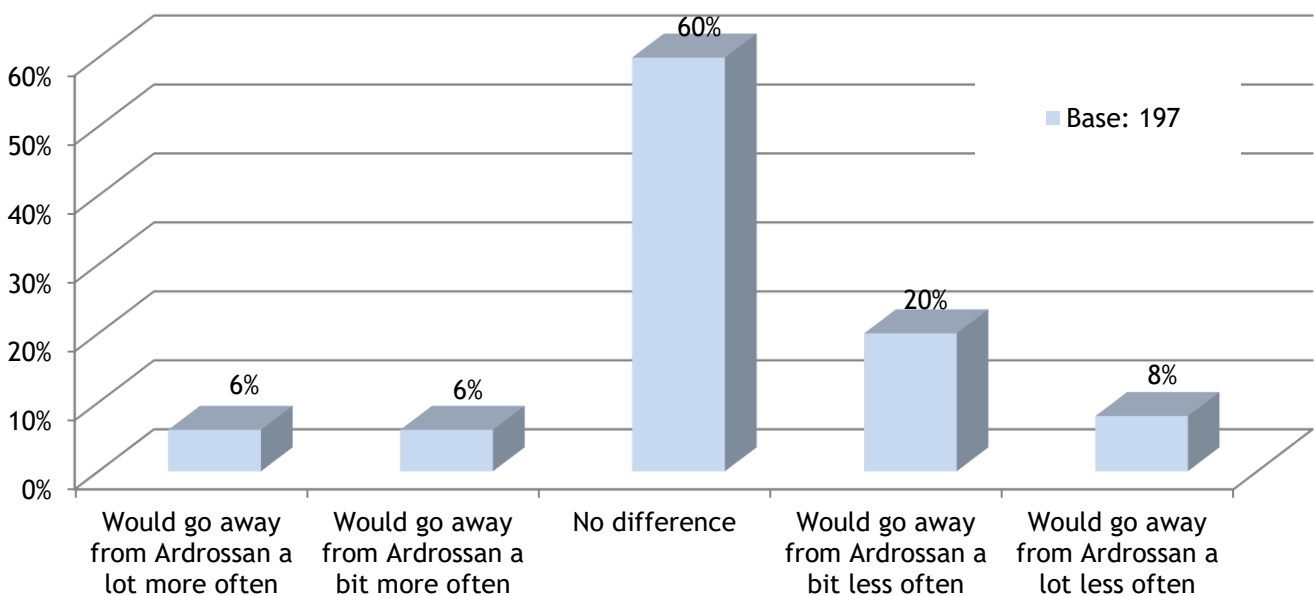
Table 4.10: Impact of Development on Frequency of Visit

Spend	Immediate neighbours	Other KA22	Other KA	Other
Would visit much more often	12%	19%	7%	15%
Would visit a bit more often	14%	39%	54%	64%
No difference	33%	39%	39%	21%
Would visit a bit less often	7%	1%	1%	-
Would visit a lot less often	33%	2%	-	-
Base	43	166	142	85

Respondents from outwith the KA postcodes were more likely than others to say that the development would make them visit more often, with 79% saying this would be the case (of whom 15% said this would be “much” more often) and none of the respondents from this group indicating that the development would make them visit less often.

4.35 Respondents from Ardrossan itself were asked to comment on the impact that they felt a development such as this would have on them going away from Ardrossan for a day out and the results are set out in Figure 4.14 below:

Figure 4.14: Impact on Going Away from Ardrossan for a Day Out

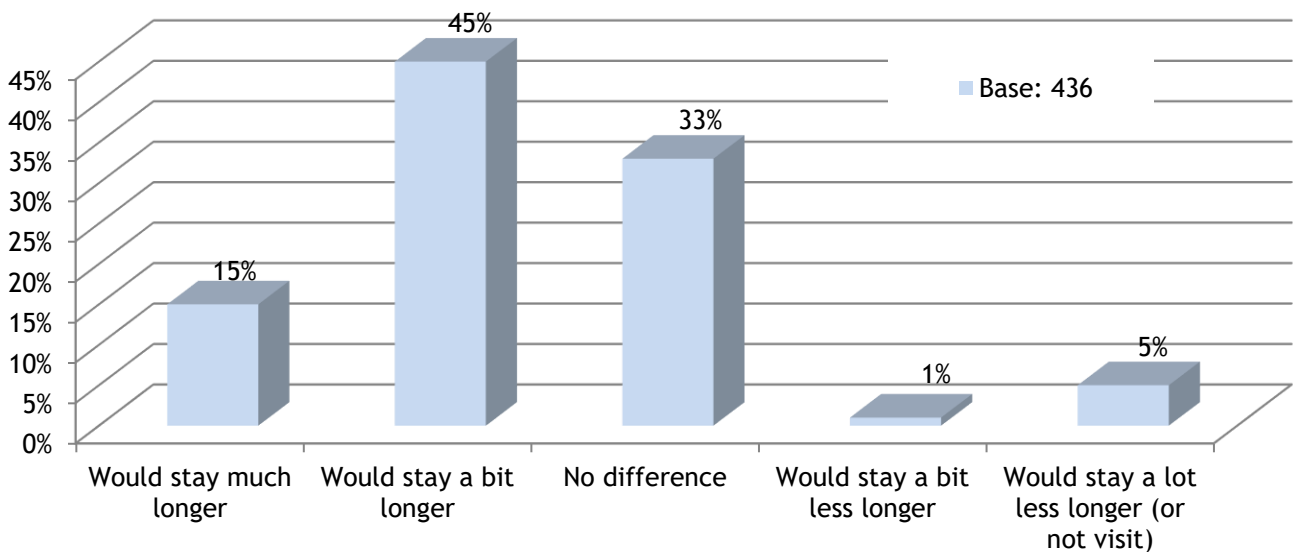


Whilst most respondents indicated that this would make no difference to them, a significant proportion (28% overall) said that it would make them go away from Ardrossan less often. The 12% figure for those that say it would make them go away from Ardrossan more often is largely driven by responses from “immediate neighbours” where 36% said they would go away more often. Amongst other KA22 residents, the comparable figure is only 6%.

4.36 A higher proportion of “immediate neighbours” (36%) indicated that the development would make them go away from Ardrossan more often. Overall, this response was particularly common in the 65+ age group (30%).

4.37 Respondents were also asked about the impact they felt that a development such as this would have on how long they stay at the promenade when they visit, and the results are set out in Figure 4.15:

Figure 4.15: Impact on Visit Length



A significant proportion of respondents (60% overall) indicated that a development such as this would encourage them to stay longer at the Promenade.

4.38 Table 4.11 over the page shows the breakdown of responses to this question by postcode location:

Table 4.11: Impact on Length of Visit (Postcode Analysis)

Spend	Immediate neighbours	Other KA22	Other KA	Other
Would stay much longer	14%	21%	6%	20%
Would stay a bit longer	16%	42%	54%	54%
No difference	25%	35%	38%	26%
Would stay a bit less longer	7%	1%	1%	-
Would stay a lot less longer (or not visit)	39%	2%	1%	-
Base	44	166	142	84

Those in the “other” postcode categories were particularly likely to stay for longer (74% overall, including 20% who would stay “much longer”). Those in the “immediate neighbours” category were least likely to indicate that the development would make them stay longer on the Promenade though 30% overall still indicated that this would be the case and 25% that it would make no difference, with 46% indicating that the development would make them stay less longer.

- 4.39 Families with children were particularly likely to say that a development such as this would make them stay longer when they visit the Promenade (73% indicated this would be so compared to 60% overall).
- 4.40 Respondents were then provided with a list of potential impacts that they felt a development such as this would have on the local community and Ardrossan generally. The results are set out in Table 4.12 on the following page (arranged in descending order according to the proportion that believed each outcome would arise):⁹

⁹ These results are, of course, based entirely on respondents’ individual perceptions.

Table 4.12: Perceived Outcomes

Potential Outcome	Yes	No	Don't Know	Base
Improving access to activities for disabled people (by, for example, helping people with mobility problems to access the Promenade and beach)	95%	1%	3%	433
Improving services and amenities for local people	92%	6%	2%	437
Revitalising the environment of the Promenade and beach front as a vibrant, accessible destination	92%	6%	2%	432
Having a positive effect on the local economy generally	92%	6%	3%	434
Encouraging others to invest in the town (for example, by providing new accommodation, shops or services)	92%	6%	2%	434
Increasing the number of people that visit Ardrossan for leisure purposes	91%	6%	2%	434
Encouraging residents of Ardrossan to stay locally for leisure purposes rather than going elsewhere	91%	7%	3%	435
Providing greater opportunities for people in the community to come together	89%	6%	5%	433
Increasing residents' pride and satisfaction in the community	89%	8%	3%	434
Improving the safety of the local area	87%	8%	5%	434
Making Ardrossan a more attractive place to live and work	86%	7%	7%	433
Improving levels of mental health by enhancing access to outdoor space	82%	7%	11%	433
Improving the social development of children by providing opportunities for them to learn through play	82%	6%	11%	433
Increasing levels of physical activity and fitness	77%	9%	14%	432

A very high proportion overall indicated a belief that each of these outcomes would arise, this being particularly so in relation to having a positive effect on the local economy generally (92%), encouraging others to invest in the town (92%) and increasing the number of people that visit Ardrossan for leisure purposes (91%).

It is noted that “immediate neighbours” were more sceptical as to whether such benefits would arise. The proportion of immediate neighbours that perceived that each outcome would arise, compared to the proportion of respondents as a whole, is set out in Figure 4.13 below:¹⁰

**Table 4.13: Comparison of Perceived Outcomes
(Immediate Neighbours and All Respondents)**

Potential Outcome	All Respondents	Immediate Neighbours
Improving access to activities for disabled people (by, for example, helping people with mobility problems to access the Promenade and beach)	95%	67%
Improving services and amenities for local people	92%	52%
Revitalising the environment of the Promenade and beach front as a vibrant, accessible destination	92%	41%
Having a positive effect on the local economy generally	92%	35%
Encouraging others to invest in the town (for example, by providing new accommodation, shops or services)	92%	44%
Increasing the number of people that visit Ardrossan for leisure purposes	91%	42%
Encouraging residents of Ardrossan to stay locally for leisure purposes rather than going elsewhere	91%	36%
Providing greater opportunities for people in the community to come together	89%	39%
Increasing residents’ pride and satisfaction in the community	89%	33%
Improving the safety of the local area	87%	19%
Making Ardrossan a more attractive place to live and work	86%	40%
Improving levels of mental health by enhancing access to outdoor space	82%	38%
Improving the social development of children by providing opportunities for them to learn through play	82%	49%
Increasing levels of physical activity and fitness	77%	33%

In most cases, only a minority of the immediate neighbours felt that these outcomes would result (albeit sometimes a substantial minority). The exceptions relate to access to activities for disabled people and improving services for local people, where a majority of the immediate neighbour respondents considered that these outcomes would result.

¹⁰ Bases vary and are set out in the supporting information provided under separate cover.

KEY POINTS

60% of visitors to the Promenade indicated that a development such as this would make them visit more often, set against 5% that said it would make them visit less often although the most common response was that people would visit “a bit” more often. Those from the other postcode areas were more likely than others to say this would make them visit more often (79% including 15% “much more often” and 64% “a bit more often”).

Whilst most respondents from Ardrossan itself indicated that this would make no difference to them, a significant proportion (28% overall) said that it would make them go away from Ardrossan less often.

A significant proportion of respondents (60% overall) indicated that a development such as this would encourage them to stay longer at the Promenade when they do visit.

A very high proportion of respondents overall indicated a belief that each of these outcomes would arise, this being particularly so in relation to having a positive effect on the local economy generally (92%), encouraging others to invest in the town (92%) and increasing the number of people that visit Ardrossan for leisure purposes (91%).

POSSIBLE CONCERNS

- 4.41 Respondents were asked to indicate the extent to which certain aspects of the proposals may be a concern for them, based on a prompted list that was provided to them. These results are set out in Table 4.14 over the page, organised in order of the proportion of respondents that indicated the issue to be “a big concern”:

Table 4.14: Possible Concerns

To what extent are any of the following relating to the proposal of concern to you?

Area of potential concern	Not a concern	A slight concern	A big concern	Base
Parking issues	57%	25%	17%	437
Potential for vandalism	60%	24%	16%	435
Potential for noise or anti-social behaviour	57%	30%	13%	436
Safety for facility	65%	23%	12%	434
Loss of current open space at the Promenade	68%	20%	11%	438
A negative visual impact	66%	24%	10%	436
Something else	86%	6%	7%	236
Base				

The most common concerns included parking issues (cited as a concern by 42% overall) and the potential for vandalism and anti-social behaviour (40% and 43% respectively). It is worth noting that a significant minority of respondents expressed some degree of concern (even if “slight”) in relation to these issues and that this was the case even amongst those that are supportive of the proposal generally. Concerns were particularly apparent amongst “immediate neighbours” where a majority indicated each of these issues as “a big concern”.

4.42 A variety of other comments were made under the “something else” category. This included a mix of concerns already covered in the prompted list, a small number of additional points, and comments of a more general nature. IBP have coded these comments to common categories, and these are tabulated (in descending order of frequency) in Table 4.15 over the page:¹¹

¹¹ It should be noted that some comments may be coded to multiple categories so responses sum to greater than 100%.

Table 4.15: Categorisation of “Something Else” Comments

Theme from comments (coded)	%
Comments in support of proposals	49%
Specific suggestions / proposed elements	12%
Other (including themes covered in prompting list)	12%
Wider comments or suggestions (not concerns)	9%
Objections to specific elements of proposal	6%
Loss of open space / too much building on Promenade	4%
Traffic congestion	4%
Litter	4%
Concern over maintenance responsibility	3%
Project not needed / not as important as other things	2%
Over-commercialisation	2%
Attracting too many people	2%
Loss of privacy	1%
Impact on house prices	1%
Impact on wildlife	1%
General negative / opposing comments	1%
Base	94

A full listing of the “something else” comments has been provided to Ardrossan Community Development Trust under separate cover.

KEY POINTS

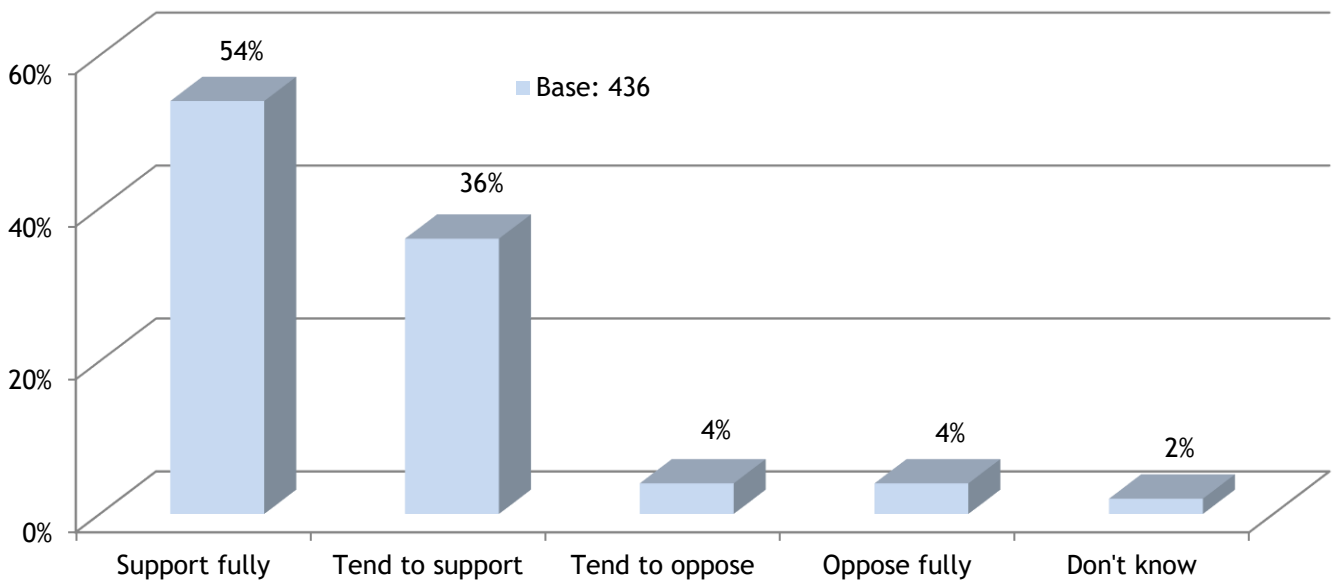
The most common concerns included parking issues (cited as a concern by 42% overall) and the potential for vandalism and anti-social behaviour (40% and 43% respectively). It is worth noting that a significant minority of respondents expressed some degree of concern (even if “slight”) in relation to these issues and that this was the case even amongst those that are supportive of the proposal generally.

OVERALL VIEWS ON THE PROPOSALS

4.43 Respondents were asked to comment, based on what they knew currently, on the extent to which they would support or oppose the proposal. The results are set out in Figure 4.16:

Figure 4.16: Degree of Support for Proposal

Overall, based on what you know currently, to what extent would you support or oppose the proposals for regeneration of Ardrossan South Beach, including the new play park and redevelopment of the current toilet block as a community-led café, providing accessible toilets and other services?



4.44 Overall, 90% of respondents expressed a degree of support for the proposal (including 54% that indicate they support it fully) against 8% that expressed a degree of opposition and 2% that gave a “don’t know” response.

4.45 Table 4.16 over the page shows the breakdown of responses to this question by postcode location:

Table 4.16: Overall Support for the Proposal (Postcode Analysis)

Spend	Immediate neighbours	Other KA22	Other KA	Other
Support fully	26%	60%	58%	47%
Tend to support	23%	31%	38%	49%
Tend to oppose	19%	2%	3%	1%
Oppose fully	33%	3%	-	-
Don't know	-	4%	1%	2%
Base	43	166	142	85

A significant level of support is apparent amongst both local respondents and those from further afield. Less support was apparent amongst the “immediate neighbours” with 49% indicating some degree of support and 52% some degree of opposition (numbers do not sum to 100% due to rounding).

4.46 Levels of overall support were particularly high amongst 16-24-year-olds, with 76% indicating that they supported the proposals fully and 24% that they tended to support the proposals. The age group where opposition was greatest was the 65+ group, where 28% expressed some degree of opposition, compared to 8% overall.

Families with children were also particularly likely to express support (62% fully support plus 32% tend to support) as were people working full-time (56% support fully plus 39% tend to support) and people working part-time (61% support fully plus 36% tend to support).

4.47 Respondents were asked for brief reasons for their answer to the above question and if they wished to make any further comments. The full listing of these responses has been provided to Ardrossan Community Development Trust under separate cover. IBP have coded these comments to common categories and have detailed these results in Table 4.17 over the page:¹²

¹² It should be noted that the figures quoted are % of comments allocated to each theme and not the % of total respondents. Individual comments may be allocated to multiple themes and so the totals sum to greater than 100%.

Table 4.17: Coding of Additional Comments

Theme from comments (coded)	%
Positive comments about specific elements	36%
General positive / supportive comments	30%
Positive comments about benefits for particular groups	13%
Perceived business or economic benefits	12%
Specific concerns or objections	11%
Specific suggestions / proposed elements	9%
General negative / opposing comments	3%
Other	1%
Base	413

A full listing of the “something else” comments has been provided to Ardrossan Community Development Trust under separate cover.

KEY POINTS

Overall, 90% of respondents expressed a degree of support for the proposal (including 54% that indicate they support it fully) against 8% that expressed a degree of opposition and 2% that gave a “don’t know” response.

A significant level of support is apparent amongst both local respondents and those from further afield. Less support was apparent amongst the “immediate neighbours” with 49% indicating some degree of support and 52% some degree of opposition (numbers do not sum to 100% due to rounding).

5.0 IMMEDIATE NEIGHBOURS RESIDENTS MEETING

5.1 A further element of engagement undertaken was a meeting to which the “immediate neighbours” as defined previously were invited. Invitations were issued initially alongside the distribution of hard copy questionnaires (102 invites were delivered personally by the IBP team plus a further 46 by post to blocks of flats where access could not be gained, making 148 invitations in total). This meeting was scheduled originally for Wednesday 8th September but had to be postponed due to the meeting facilitator testing positive for Covid. Those that had indicated a desire to attend were re-contacted to invite them to a reconvened meeting on Tuesday 21st September, with strenuous efforts being made to contact everyone that had indicated an intention to attend and with the rescheduled meeting being promoted online through the ACDT website and the online presence of the Ardrossan and Saltcoats Herald.

5.2 21 residents attended the meeting, which was also attended by the IBP consultant, as facilitator and note taker, and by 7 Board Members of Ardrossan Community Development Trust.

5.3 Members of the Trust set out a brief history of the Trust itself and of the South Beach Regeneration proposals, noting the three elements of this as:

- The play park (being funded, but subject to planning approval).
- The additional play park elements (subject to securing funding and planning approval).
- The toilet block conversion (subject to securing funding and planning approval).

It was noted that residents in the immediate neighbours had raised certain concerns (including through the 14th August Engagement Day and directly to the Trust) with these concerns relating to broad themes such as: impact on open space; parking and travel; safety of the facility; anti-social behaviour and vandalism; and, maintenance & liabilities. These themes were used as a prompt for further discussion as to the nature of these concerns and the key points from this discussion are noted herein.

5.4 We have summarised and commented upon the concerns raised by this group of residents over the page:

Fundamental need and purpose: Some attendees questioned the overall purpose of the project, expressing the view that retention of the current set up of the Promenade (at least in broad terms) was preferable to them.

Achievement of outcomes: Related to the above, some attendees expressed scepticism as to whether the proposals would achieve the desired economic and social outcomes, including the attraction and retention of visitors, and visitor spend, within Ardrossan.

Aesthetics: Concerns raised in this regard were both general and specific in nature. The general concerns were about what was seen by some as an intrusive development on open space and the perceived loss of a “wide vista”. Specific concerns related to aspects of the current design, which some considered to be “cheap gimmicks” that were lacking in quality.

View: The maintenance of an open and unobstructed view was important to many of these participants. They were particularly concerned as to the height of proposed climbing boulders and their impact on this view.

Parking (safety): Parking arrangements were a particular concern for many. In particular, the narrowing of South Crescent to allow for side-on parking was a concern for some, especially in terms of the need to reverse back out from these spaces. By comparison, some participants did not see any safety considerations of the current practice of informal parking on grassed areas. Concerns over the loss of a cycle lane and of a bus stop was another concern in relation to these arrangements.

Parking (quantity): Separate to the issue of safety was the quantity of parking. Some participants expressed the view that this would be a major issue due to the combination of the development attracting more visitors at particular times and the loss of current “custom and practice” parking on grassed areas.

Vandalism and anti-social behaviour: Concerns were apparent over the facility being an attraction for groups of predominantly young people to hang around and of the development leading to greater levels of graffiti, littering, noise nuisance and other misuse of public space. It was noted that some element of anti-social behaviour is already apparent at the Promenade area.

Long-term maintenance and sustainability: The lease of the land to ACDT to enable the development was a concern to some participants in terms of their ongoing ability to maintain the facility after the initial capital investment had been made. This reflected a wider concern as to what would happen to the facility as a whole were the Trust not to be in existence or otherwise not able to meet its obligations in the future.

- 5.5 Some participants also commented on what they understood to be restrictions on development of the site, on technical issues such as impact on flooding, and on certain requirements, such as for a Road Safety Audit. We have not commented further on these issues here, any such restrictions being a matter for the planning process.
- 5.6 Towards the close of the meeting, participants asked for a show of hands to be taken to gauge the overall view of the meeting with respect to the three broad elements of the project as described at the outset. In response to this:
- There was universal **support** (21 participants expressing a view) for the development of the existing play park.
 - There was also universal **support** for the toilet block conversion to a café, with associated toilets and other facilities.
 - There was universal **opposition** to the additional play park elements, including in relation to the impact that they would have on landscaping, parking and associated outcomes.

These findings can obviously reflect only the views of people in attendance at the meeting and it is recognized that people's expressed views may have been influenced by the general tone of the meeting. This said, these views, and the comments do help to narrow down the particular nature of concerns that at least some of the "immediate neighbours" have in relation to the proposals.

KEY POINTS

Participants at the “immediate neighbours” residents meeting expressed concerns in relation to the proposals in relation to each of: the fundamental need and purpose of the project; whether it would achieve its claimed outcomes; certain aesthetic features of the plan; safety and quantity of parking arrangements; impact on vandalism and anti-social behaviour; and, the requirement for long-term maintenance and associated sustainability considerations.

Amongst the immediate neighbours that attended the meeting there was strong support for the development of the existing play park and for the conversion of the current toilet block to a community-run café with associated facilities. There was, however, strong opposition to the wider proposals for developing the area including the landscaping of parts of the area for specific uses and what was seen as the loss of current views and open spaces, as well as the loss of informal parking arrangements.