

ANNUAL REPORT

2015/2016

Highcliffe Centre Partnership

April 2016



1. INTRODUCTION

1.1 The Highcliffe Centre Partnership (HCP) was formed in March 2014. The agreed objective was that the Partnership would work together to improve the Highcliffe Shopping Centre in the Lymington Road for the benefit of residents, visitors, local traders and local commercial businesses (offices, estate agents etc).

1.2 The Partnership has met monthly and its activities have grown. Notes of the meetings have been published on the www.highcliffedorset.co.uk website together with detailed reports of in-house studies. Members of the Partnership have been drawn from a number of organisations and interested residents; Appendix A sets out a list of those who, have been or, are currently, members.

1.3 The objective of this report is to review what has been achieved over the past year since the first Annual Report was published [1] and to record ideas which have not yet been actioned or followed up for a variety of reasons.

2. FUNDING THE VISION

2.1 HCP relies on obtaining funding for projects from its partners and the organisations to which they belong; some projects are paid for by individuals. A local resident suggested that a charitable trust should be formed. An HCP sub-committee was formed to set this up. The outcome was Highcliffe and District Charitable Trust with local residents as the trustees. HMRC has confirmed that the Trust and donations to it will be eligible for Gift Aid. The Trustees will be able to allocate funds to applicants whose projects they consider would improve the Highcliffe and District area. The trust has had its first donation and is considering funding a project to establish a number of Heritage Trails in the area.

3. EVENTS

General

3.1 Staging events attract people to the High Street and can make them more aware of what it can offer; they also contribute to the vitality of the area; involve the community and build community spirit. Funding these events is expensive and thanks are due to the various sponsors who have supported the initiatives.

Highcliffe Revival Food Festival

3.2 After some initial setbacks a small but strong team was formed which organised an extremely successful event in May which thousands enjoyed. The whole high street was buzzing virtually from the start. The High Street was closed to through traffic and colourful stalls were set up from Pettengells to Sea Corner and further displays extended to the end of the shopping area. Entertainers sang their way through the day at a series of stages and the Zumba group performed enthusiastically. There were competitions which also involved the children and chefs (including the TV celebrity Valentine Warner) demonstrated their skills to packed audiences in the Sports and Social Club. The cliff top was also included with entertainment at the Cliffhanger, a classic car rally and a bouncy play area for the children. At the end of the day the clean-up was highly efficient and

the High Street was empty before the traffic flowed again. It had been a highly successful day and the sun had shone.

Vision for Highcliffe

3.3 During the early part of the year HCP led by the ideas of Tracey Beesley discussed a vision for Highcliffe and decided to hold an event in the Autumn to engage residents and seek their views. Thanks to Hoburne, who made an empty shop available, the event was held over the weekend of 7th/8th November.

3.4 The vision of the High Street as a colourful seaside village with shops for all generations was the centre piece of the event. This was supported by photographs of Highcliffe some years ago; the colourful paintings of the children attending St Marks Primary School; proposals for new developments in the High Street and at the Castle. Visitors were asked to suggest projects and events to improve Highcliffe and to choose a strap line which would describe the village. Despite the poor weather there were more than 500 visitors over the two days including the Mayor and Mayoress of Christchurch. Visitors to the event contributed their ideas to supplement an on-line questionnaire which were analysed subsequently [2] (Appendix B). Overall the event was successful and encouraged community involvement.

Christmas Crackers

3.5 The evening Christmas Carnival Procession was well-established before HCP was formed. Sadly, there was insufficient support for the 2015 procession and the organisers had to cancel it. Undaunted, Chairman Jeanette Lovelock supported by HCP partners decided to hold an event similar in concept to the food festival and the High Street was closed on December 12th and an appropriate array of stalls and entertainers filled the shopping area. Father Christmas was in his grotto with a reindeer grazing outside. Councillors manned the Neos unit which children of all ages tried to respond to the array of light buttons. Again this was a successful event which may be repeated next year, subject to receiving sufficient sponsorship.

New Events

3.6 Responses to the Vision Event expressed interest in other events being organised including music/ arts and crafts festivals and open streets events. These are being actively considered. However HCP does need volunteers to organise and help to run such events and be able to raise sufficient sponsorship to cover the costs involved.

4. TRAFFIC MANAGEMENT

Highcliffe Relief Road

4.1 HCP had considered the merits of the route outlined in the Highcliffe and District Local Plan [3] since it looked as if there was still a way clear for a single carriageway between west of the Medical Centre and the Milestone Roundabout. However, land that DCC acquired for the road behind the Medical Centre was sold off for development in December.

Pedestrianisation

4.2 Pedestrianisation would eliminate through traffic and this would reduce the level of traffic in the High Street including HGVs making it a more pleasant place to visit and shop.

4.3 For an occasional event on a Saturday the impacts of a closure of the Lymington Road can be managed and tolerated. On a working day the number of people wishing to park in the private car parks and requiring unfettered movement would be significant. Residents will wish to be free to travel away from the High Street and return when they wish. Others will wish to be able to visit the shopping centre. To minimise the number of residents affected adversely, the extent of any pedestrianised section would need to be limited

4.4 The disadvantages of pedestrianisation would be that:

- those traders reliant on passing trade could be adversely affected;
- visitors to the end of the High Street furthest from them would need to make a detour to reach it;
- it would cause inconvenience to residents in Lymington Road/Buce Hayes Close/Stanley Road as for some destinations they would have to make detours.
- through traffic would need to be diverted along a route/s, which would be suitable to take the volume of traffic and the HGVs.

4.5 Pedestrianisation of even a short stretch of the High Street does not appear to be an option because of the impact on its residents. It was agreed that HCP would not support pedestrianisation of the High Street as a permanent measure.

Pedestrian Priority Zones

4.6 Pedestrian Priority Zones have been established in the USA, on the continent and at some places in the UK [5]. It would be possible in principle to introduce zones in which cars would have to give way to pedestrians. Bournemouth BC has made some improvements at Boscombe Precinct but there the through traffic is directed around the shopping area and little traffic is generated within the zone. In Highcliffe there are a number of private car parks fed from the shopping centre and the residential roads (Buce Hayes Close and Stanley Road). The introduction of PPZs in Highcliffe is not supported by HCP.

Bypass

4.7 The responses to the surveys suggested a number of possible ways of alleviating the level of traffic using the High street and HGVs in particular. Each of these was examined in detail through in-house studies.

4.7.1 Mill Lane/Montagu Road/Wharnccliffe Road/Waterford Road Detour This is the detour many car drivers travelling westwards use to avoid the primary and secondary cores of the shopping centre. Wharnccliffe Road and Waterford Road are used by traffic to and from the Cliff Top car park and also vehicles using Wortley Road car park. Apart from delivery vehicles the route is seldom used by HGV drivers since it involves residential road with a number of restrictive junctions and roads with difficult corners. For drivers travelling eastwards re-

joining the A337 can take time. HCP considers that this is not a suitable route for a bypass for all vehicles.

4.7.2 Wharncliffe Road/Waterford Road Detour This is a route often used by car drivers travelling eastwards or westwards to avoid the primary shopping core. They re-join the A337 at the traffic lights. Wharncliffe Road and Waterford Road are used by traffic to and from the Cliff Top car park and also vehicles using Wortley Road car park. The roads are residential and there are restrictive corners and bends making it unsuitable for HGVs. The detour is used as a diversion route when the High Street is closed for an event held on a Saturday but commercial vehicles do not, in the main, operate on a Saturday. HCP considers that this is not a suitable route for a bypass for all vehicles.

4.7.3 Northern Detours The northern detours involve Braemar Drive and Chewton Common Road Both are heavily trafficked during school run times and dense on-street parking. Chewton Common Road is narrow. The route is not suitable for HGVs. HCP considers that this is not a suitable route for a bypass for all vehicles.

4.7.4 Ringwood Road/Lyndhurst Road (A35) Detour The road extends between the A35 and the Milestone Roundabout on the A337. The Northern stretch is in Hampshire and is rural with a 40mph speed limit. The Southern section ending at the A337 is rural again with a 40mph limit. In between the character is urban containing a junction with the Walkford Road which serves industrial estates and leads to New Milton. Within the urban stretch is a group of neighbourhood shops, a traffic calming feature and a controlled pedestrian crossing. HGVs use the route as well as general traffic. HCP considers that the detour could take more HGV traffic but a more detailed study taking account of existing traffic flows would be needed to judge its suitability as a bypass.

Introduction of One- Way Systems

4.8 A detailed in-house study has been carried out of the impact of introducing a one-way system involving the A337 from its junction with Wharncliffe Road to the traffic lights at Sea Corner and the Waterford Road/Wharncliffe Road detour.

Advantages Making the Waterford Road and Wharncliffe Road one way would enable the the lane to be effectively wider making it more suitable for HGVs, Similarly the design of the Lyminster Road could be altered to have wider pavements.

Disadvantages Residents in the many roads fed from the one way system would have to make significant detours outwards from or returning to their properties. Similarly traffic to and from the two public car parks and private car parks would need to make significant detours. This would be very inconvenient. Traffic flows would be greater than the current Eastward or Westward flows. HGVs would still travel through the High Street.

4.9 Traffic flowing along the High Street in one direction would have an adverse effect on those relying on passing trade (particularly Tesco Express). Having to make significant detours to use the shoppers' car park would be a deterrent and shoppers could go elsewhere. On balance HCP does not support the introduction of one-way system

HGV Ban

4.10 In the Council's adopted Core Strategy, traffic congestion was perceived to be a significant issue along the Highcliffe High Street and could result in a physical barrier to pedestrians. Responses from residents to Highcliffe Centre Partnership surveys have proposed that Heavy Goods Vehicles should be banned from travelling through the Lymington Road Shopping Centre; HGV Traffic reduces the quality of the shopping experience.

4.11 It is suggested that the through passage of HGVs could be banned between the Milestone and Somerford Roundabouts, if there was an alternative route to link with the A35.

4.12 The C497 which runs between the Milestone Roundabout and the A35 is currently used by HGVs and it is suggested that it could be capable of dealing with the additional HGV traffic.

4.13 HCP would support an order to ban vehicles above 7.5 tonnes (other than buses and for access) from passing along the A337 between the Milestone and Somerford Roundabouts.

4.14 In February, HCP asked CBC [4] for support for an HGV ban. The Leader of Christchurch council, Cllr Ray Nottage said they would request that Dorset County Council, in its capacity as highway authority, carries out a study to assess the options of minimising the impact of traffic through Highcliffe.

4.15 It was decided to petition DCC [5] and request an HGV ban.

On-street Parking

4.16 General. There is on-street parking in marked bays in the Lymington, Wortley Road, Stanley Road, Gordon Road and Waterford Road with the restrictions set out below.

LOCATION	DAYS	HOURS	PARKING DURATION	NO RETURN WITHIN
Lymington Road	Every Day	9am to 6pm	30 mins	30 mins
Waterford Road (East Side)	Every Day	10 am to 7pm	1 hour	1 hour
Wortley Road (North Side)	Every Day	10am to 6pm	30 mins	30 mins
Gordon Road (East Side)	Every Day	10am to 6pm	1 hour	-
Stanley Road (East Side)	Mon to Fri	10am to 4pm	2 hours	1 hour

4.16.1 Length of Stay HCP requested CBC to support an increase in the permitted length of stay in the Lymington Road and Wortley Road to reduce the number of vehicle movements and to give shoppers more time. This was not supported by the Christchurch Borough Council Task & Finish Group as it would have an adverse effect on the income from the Wortley Road car park.

4.16.2 Parking in the High Street In response to a survey residents requested that some or all of the on-street parking should be removed. A survey of the local traders found that they wished to keep the on-street parking as its removal would affect their trade adversely.

4.16.3 An in-house analysis [6] of the dimensions of the marked lanes suggested that there were bottlenecks at the eastern end and the western ends of the parking bays on the south side of the road. The situation at the eastern end was particularly severe and cars (let alone HGVs) would need to cross the line to overtake parked cars. The potential for congestion was made worse by the presence of the Tesco Express car park and the need to have a right lane at the Sea Corner lights for traffic wishing to turn into Waterford Road.

4.16.4 HCP took the view that some parking places should be removed.

4.16.5 Delivery Vehicles. Apart from in the on-street parking bays delivery vehicles are not permitted to load/unload between 10am and 3pm on the double-yellow line stretches. In fact they do and frequently park on the pavement causing damage and still obstruct the free flow of traffic. Some traffic survey results that the time restriction is not ideal.

Pedestrian Crossings

4.17 The existing crossings are west of The Globe, between the Buce Hayes Close and car park access junctions and at the Sea Corner traffic lights. Some residents are content with the current arrangement whilst others would prefer additional crossings to enable them to cross easily between these locations. HCP considered that three crossings would restrict the flow of traffic even more. Two locations were chosen: one near the Hoburne Office, the other near Daniels. However it became apparent that because of the need for protection zones either side of the crossing this would require the removal of parking bays. It was decided not to take a position on the crossing question until other related traffic management issues had been decided.

Reducing the Speed Limit

4.18 HCP raised a petition [7] of 334 signatures supporting a request to lower the speed limit through the shopping area from 30mph to 20 mph. The petition was received by Christchurch Borough Council which referred it through the Community Services Committee to Dorset County Council's The Regulatory Committee supported by an in-house study [8].

4.19 The Committee requested officers to carry out a traffic survey and to consider the case in detail. The survey was carried out by DCC Highways in November and their initial view was that the criteria for a reduction were not met. A formal report is awaited.

DCC Review of Traffic Management

4.20 The in-house studies indicated that they were inter-related:

- Removing bottlenecks will increase flow
- A further pedestrian crossing will reduce flow and remove on-street parking which may increase flow.
- An HGV ban would increase traffic flow speed
- The restrictions on delivery vehicles parking will affect flows.
- Reducing the speed limit to 20mph
- Restrictions on delivery vehicles

4.21 Dealing with each in a piecemeal fashion was not ideal. It was decided that it would be better if DCC Highways conducted a full review of the management of traffic travelling through and in the High street including vehicular and pedestrian aspects. HCP requested [9] this review through their County Councillor, Lesley Dedman.

5. STREET CARE

HELP

5.1 The Highcliffe Environmental Litter Pickers (HELP) do a fantastic job by improving the appearance of the high street. The Vision event has led to a boost in the numbers with over sixty new volunteers. Great improvements were made to the Waterford Road garden but subsequently it was vandalised. However, it is a project for the Spring.

Fingerposts

5.2 Building on HCP's preparatory work, DCC managed and funded the renovated finger post at Sea Corner; it was replaced in July. It had to be relocated to allow clearance for the additional arm directing visitors to Chewton Common. Renovation of the Milestone Roundabout fingerpost is a matter of cleaning and repainting. Whilst it is still DCC's intention to carry out the project it appears to be a low priority. The two remaining fingerposts at the western end adjacent to Castle and Hinton Wood Avenues are in a worse state and components are missing. HCP has been carrying out the preparatory planning.

Pavements

5.3 For some time, the Partnership has been highlighting the poor state of the pavements in the shopping centre and DCC has taken little action, there have been a series of accidents with residents falling and being injured. The Partnership has raised a petition [10] with nearly 1500 signatures urging DCC to take action to improve the pavements.

5.4 The case was presented to the Environment and Economic Overview Committee on 17th March. Although the defects did not meet the intervention levels for trip hazards set out in DCC's Code of Practice, it was argued that the unevenness could cause people to stumble and fall. Also the extensive ponding that occurs in wet weather was highlighted. The Head of Highways had come to the view [11] that the work required was beyond structural maintenance and that the pavements should be considered for improvement and consultation. Members agreed that a pre-feasibility study should be undertaken to establish the extent of the work required, what options there were and to determine an estimated cost.

Recycling Bins

5.5 The recycling centre in Wortley Road car park was an eyesore and attracted fly-tippers who left their rubbish littering the area. Also it was believed that the facility was being used by traders and Hampshire residents. Whilst it is the responsibility of the Dorset Waste Partnership to maintain the area we questioned whether the facility was needed now that household collections are well-established. The Council agreed with HCP's request that they be removed.

Formal Complaint to the Council

5.6 The Partnership complained [12] under Section 215 of the Town and Country Planning Act to Christchurch Borough Council about the perceived unacceptable effect that the old Barclays' Bank premises was having on the amenities of the area. The Council officers did not agree [13] but the whole block is now up for sale. Meanwhile local traders have funded and displayed scenic views of Highcliffe on the frontages, which make a welcome improvement.

Gateway Sign

5.7 HCP recognised that the gateway signs would be improved if the text on the sign could be enhanced and the sites landscaped. Dorset Signs have agreed to consider how the signs could be improved. The alternative would be to design and procure new sign.

Strap Line

5.8 The following short list of strap lines was agreed by HCP:

- Loving life beside the sea
- Loving life by the sea
- Quality resort besides the sea
- So much more beside the sea
- Quality beside the sea

5.9 Responses were sought from residents as part of the 2015 survey but the Partnership felt that the number of responses was not sufficient to choose one in particular.

6. WORTLEY ROAD CAR PARK CHARGES

6.1 To increase footfall, HCP sought to have the parking charges reduced from 70p to 50p for an up to two hour stay and to start the free period at 5pm rather than 7pm. Cllr Vicki Hallam put the case to CBC's Resources Committee in December. The officer's report stated that this would result in a loss of income of £10k and the Committee concluded that the loss was unacceptable.

7. HIGHCLIFFE BEACH

7.1 HCP recognised that footfall would be increased if more visitors came to the village and that the Highcliffe Beach needed to be more attractive for them. A number of issues arose during the year in which the Partnership took an interest.

Culmore Steps

7.2 There has been a direct route between the Cliff Top and the beach for some 70 years. The Council has removed the upper flight of the steps since they were judged to be in an unsafe condition after only a very short life. A petition [14] requesting their replacement contained 690 signatures. At the Community Services meeting in November officers stated that with two suitable

alternative routes to the beach available within 300m of where Culmore Steps used to be, that due to the potential cost in excess of £100,000 no replacement is necessary. However the Committee instructed the officers to investigate further options for alternative designs of steps, and that a report including costs be brought back to the Community Services Committee for further consideration.

Cliff Paths

7.3 HCP drew attention to the poor state of the paths in particular the main slope which was steep in places and the surface was loose. It was suggested that hand rails should be installed.

Beach Huts

7.4 Councillors took note of the feedback from the Vision event and at an exempt session [15] CBC agreed to enter into an agreement to create 12 new overnight beach huts at Highcliffe Beach. Capital funds have been allocated. It is understood that this is permitted development.

LG Challenge -Highcliffe Beach Revival [16]

7.5 Members of the Partnership were consulted by the contestants in a “The Apprentice” style competition organised by the Local Government Association. The chosen project was to put forward proposals to revive the economic and recreational opportunities linked to the natural and social heritage of Highcliffe Beach and to design the associated physical redevelopment of the coastal area.

7.6 Contestants put forward their proposals for the improvement of Highcliffe Beach: these included: a land train, information hubs, performance arena/bandstage, improved surfing facilities and luxury beach huts.

8. FORMING A LOCAL COUNCIL

8.1 During the Year Dorset County Council has been considering the formation of a Unitary Authority. Also, there have been discussions between Bournemouth, Poole Christchurch and East Dorset Authorities to consider an alternative option. If either of these options were to be taken forward the governance of Highcliffe would be less local. HCP members considered a brief [17] prepared in-house which set out the process of setting up a local council. The brief was made available to the Alliance of Christchurch Residents’ Association.

8.2 The Residents’ Forum showed limited interest when the proposal was put to them and Partners decided to monitor the actions of the major Dorset Councils but to undertake some preparatory work.

9. CONCLUSIONS

9.1 The Annual Report for 2014/2015 [1] listed a number of targets which it was hoped would be achieved in the following year; these are listed in Appendix C. Building on the preparatory work in the previous year three targets were achieved in 2015/2016:

- Holding The Highcliffe Revival Food Festival;

- Renovating the Sea Corner Fingerpost;
- Putting forward a case for a 20mph limit.

9.2 Progress was also made in developing policy positions on a series of traffic management issues which became more focussed as a result of the feedback from the Vision for Highcliffe Event in November. The feedback (Annex B) was greatly facilitated by the series of on-line surveys involving the REACTN residents' forum. As well as traffic management issues the feedback highlighted other issues which were progressed during the year and which could guide an action plan for 2016/2017. Among other benefits the feedback resulted in volunteers for HELP.

9.3 Improving the condition of the pavements was identified as a priority issue and raising a petition and presenting this to DCC resulted in some movement in DCC's position. It is hoped that the petitions raised for the replacement of the Culmore Steps and the HGV ban will influence the relevant councils.

9.4 Other achievements included the setting up of the Highcliffe and District Trust and the preparatory work aimed at setting up a Highcliffe Local Council. Strictly these have a wider relevance than just the shopping area.

REFERENCES

1. "Annual Report 2014/2015", Highcliffe Centre Partnership, April 2015
2. "Vision for Highcliffe- Analysis of Responses" R Hills and M Mawbey, HCP, November 2015
3. "Highcliffe and District Local Plan", CBC October 1989
4. Minutes of CBC Full Council 23 February 2016.
5. "HGV Ban – Highcliffe Shopping Centre":
<https://epetitions.dorsetforyou.com/00,epetition,12152,694,00.htm>
6. "On-street parking in Highcliffe High Street" M Mawbey, March 2015
7. "Reduction in Speed Limit through Highcliffe Shopping Centre":
<https://epetitions.dorsetforyou.com/00,epetition,12084,698,00.htm>
8. "A Case for a 20mph Limit through Highcliffe Shopping Centre", M Mawbey, HCP, May 2015
9. "Traffic Management in Highcliffe" e-mail to Cty Cllr L Dedman from M Mawbey 13th February 2016 supported in a response in an e-mail on 17th February 2016.
10. "Improving the Pavement in the Highcliffe Shopping Centre"
<https://epetitions.dorsetforyou.com/00,epetition,12143,699,00.htm>
11. Procedure for Petitions – Petition entitled "Improving the Pavement in the Highcliffe Shopping Centre", Andrew Martin, Head of Highways, Item 4b Environment and Economy Overview Committee 17th March 2016.

12. Formal Complaint to CBC "PROPERTY ADVERSELY AFFECTING AMENITY OF NEIGHBOURHOOD (HIGHCLIFFE/CHRISTCHURCH)" e-mail From M Mawbey to Mr David McIntosh 27th December 2015
13. "359 Lymington Road" e-mail from Neil Smith Planning Enforcement Officer Christchurch and East Dorset Councils to M Mawbey 15th January 2016.
14. "The Culmore Steps at Highcliffe":
<https://epetitions.dorsetforyou.com/00,epetition,12107,698,00.htm>
15. Minutes of the Meeting held on 02 December 2015, CBC Resources Committee.
16. LGA Challenge 2016
<http://www.local.gov.uk/lgchallenge>
17. "Forming a Highcliffe Parish Council", M Mawbey, November 2015

APPENDIX A

MEMBERSHIP OF HIGHCLIFFE CENTRE PARTNERSHIP

MEMBER		ORGANISATION & POSITION
Rob	Austin	Highcliffe Residents' Association CIC ,Chairman
Tracey	Beasley	HELP Leader
Keith	Corsby	Resident
Lesley	Dedman	DCC Cllr, Mudeford & Highcliffe Division
Jane	Fereday	Trustee & Treasurer H&D Charitable Trust
Richard	Fereday	Highcliffe Revival Committee Chairman
Vicki	Hallam	CBC, Cllr, Highcliffe Ward
Rod	Hills	Surveys Organiser
David	Hopkins	CBC, Highcliffe Castle Manager
Katie	Ingham	CBC, Highcliffe Castle
Helen	Kennedy	HOSTA Chairman
John	Lofts	CBC Cllr, Highcliffe Ward
Jeanette	Lovelock	Highcliffe Christmas Event Chairman; Highcliffe Food Festival Event Coordinator/Treasurer
Malcolm	Mawbey	Resident, Chairman.
Stephen	Noble	CGBC, Highcliffe Castle
Richard	Porter	Local Resident & Businessman
Mary	Reader	President and founder of Christchurch Food and Wine Festival, Chairman of the Highcliffe Revival Food Festival,
Ian	Stevenson	Resident
Adrian	Thorne	Local Offices Representative Trustee H&D Charitable Trust
Rod	Tucker	Hoburne Managing Director
Steve	White	Resident (Editor of highcliffe.dorset.co.uk)

Occasional Attendees. The following attended specific meetings of interest to them:

Charmaine	Midgely	Chair of Governors Highcliffe St Marks Primary School
Lesley	Newman	Treasurer Highcliffe Community Association
Dave	Holdsworth	Highcliffe Sports and Social Club
Marjorie	Anchor	Highcliffe Sports and Social Club

Associates. The following received notes of the meetings and key reports

		ORGANISATION & POSITION
Claire	Bath	CBC Cllr, Portfolio Holder for the Economy
Nick	Geary	CBC Cllr, North Highcliffe & Walkford
Colin	Jamieson	DCC Councillor Highcliffe & Walkford
Sally	Derham-Wilkes	CBC Cllr, North Highcliffe & Walkford
David	Jones	CBC Cllr West Highcliffe
Trish	Jamieson	CBC Cllr West Highcliffe, Deputy Mayor.

APPENDIX B

NOVEMBER RESIDENTS SURVEY AND SUBSEQUENT SURVEYS

Vision for Highcliffe Survey

1. A questionnaire was designed to test the current perceptions, ideas, opinions and views on the future of Highcliffe. Highcliffe Centre Partnership conducted an online questionnaire to collect feedback. Overall 295 responses were received from this REACTN Forum and analysed [B1]. The driving force behind this initiative was to provide a series of recommendations which focus on the responses from people who live, work and shop in Highcliffe.

2. This breakdown suggests that the on-line questionnaire was more effective in obtaining responses from the under 65 age group compared with the 2014 HCP questionnaire [B2] where only 32% of the responses were from this group. Response came fairly evenly across all of Highcliffe

3. In addition to the on-line questionnaire to the REACTN Forum visitors to the event held on the High street on 6th and 7th November, were encouraged to write down their comments on post-it notes.

4. In response to the question “What would your recommendation be to improve the High Street?” there were many comments and these have been summarised below against the following headings.

- Environment
- Traffic Management
- Public Transport
- Pavements
- Car parking charges

The status of dealing with the defined areas has been listed.

Theme	Problem Area	Status
	Filling Empty Shops	No progress
	Attracting destination shops	No progress
	Establishing a market	Some progress
Environment	Cleaning up the High Street forecourts	Some progress
	Improving shop frontages	Some progress
	Extending use of bunting	
	Improving Street Furniture	Community seating repaired
	Increasing floral displays	Some progress
	Planting trees	Depends on traders
	Providing more litter bins on the beach and its approaches	No progress
	Updating Public Toilets & or decorating to a theme	No progress
	Cleaning up Beach vegetation - clearing it before it takes hold	No progress

Traffic Management	Restricting HGVs	Request made to DCC supported by a petition
	Setting Width restriction	
	Setting Weight restriction	
	Establishing a By-Pass	
	Establishing a HGV Ban	
	Improving Traffic Flow Restricting High Street Parking	In-house study completed
	Resurface Road	
Stop signs on the corner of Waterford Road	Clarification needed	
Checking traffic lights timing	DCC have checked.	
Coach parking bay in Walkford road or near village	Coach parking in Cliff Top Car Park	
Pavements	Improving Maintenance	Petition presented to DCC and a study to improve matters is being undertaken by DCC Highways.
	Increasing width of pavements	Restricted by on-street parking and private forecourts
Car Parking	Achieving Free Parking	Ongoing
	Improving Signage	TBD

Follow-on Surveys

5. Further surveys were carried out to establish responses in more detail:

- The ranking of a number of projects which HCP had identified;
- Views of the recycling centre in Wortley Road Car Park;
- Call for volunteers to support HELP;
- Views on on-street parking in the High Street;
- Car parking charges;
- The number and location of pedestrian crossings.
- Support for extended Yellow Bus route
- Support for a local council

HCP took note of the responses from the REACTN Forum in its discussions and agreeing actions.

REFERENCES

B1. "Vision for Highcliffe- Analysis of Responses" R Hills and M Mawbey, November 2015

B2. "Highcliffe District Shopping Centre: Residents' Survey 2014", September 2014

APPENDIX C

PROGRESS MADE ON RECOMMENDATIONS MADE IN 2014-2015 ANNUAL REPORT [C1]

ACTIVITY	STATUS
Holding The 2015 Highcliffe Revival Food Festival	Achieved
Renovating of the Sea Corner Fingerpost	Achieved
Putting the case for a 20mph limit to DCC	Achieved
Providing information at the gateway sites and in the shopping centre	Ongoing
Considering a policy for the future development of the shopping centre and commenting on proposed developments	Ongoing. Comments made regarding proposed developments
Considering the reintroduction of a market	Potential site and type of market identified
Establishing a meeting area with seating and shelters	Not achieved – difficulty in identifying a suitable site.
Encouraging improvements to the south side of the secondary shopping core	Ongoing
Depending on the outcome of the proposed speed reduction, seek to improve on-street parking in the shopping centre	In-house study completed.
Considering the introduction of new pedestrian crossings	In-house study completed
Reviewing the parking charges for Wortley Road Car Park.	Case for lower charges put to CBC Resources Committee
Closer co-operation with Highcliffe Castle	Ongoing

REFERENCE

C1. "Annual Report 2014/2015" Highcliffe Centre Partnership April 2015