



***SUNRISE***

# Questionnaire Data

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## Introduction

The research took part between 12<sup>th</sup> August 2019 – 7<sup>th</sup> September 2019. We used both the SBC Consultation Portal and a Survey Monkey questionnaire service in order to extract the best response rate as we found some recipients struggled to complete the questionnaire on the SBC portal.

### 1. Demographics

When we used the SBC Portal we were able to ask demographic questions for people who managed to complete the survey (35 respondents). Due to restrictions with the SurveyMonkey system, we were limited to 10 questions so did not specifically ask these questions. However, we have used the SBC portal information to define the likely profile of those completing the survey.

From the demographic data we were able to identify that females were the most likely to fill out the questionnaire with 71.43% identifying as female. We were also able to identify that 54.29% of the participants were aged between 45-64. ([Appendix 1](#))

### 2. Questionnaire Responses

**Question 1: What would you like to see between Victoria Circus and London Road (the section between Sainsbury's mini roundabout and Victoria Circus outside the Odeon) in Southend? (1 most important through to 5 being least important)**

300 + 40 = 340 (Survey Monkey + SBC Portal = Total response)

Answer Choices	Survey Monkey	SBC portal	Total	Percentage
More seating	59	3	62	18.24%
Greening - trees	111	3	114	33.53%
Greening - planters	34	16	50	14.71%
Signage to key locations in the town centre	48	8	56	16.47%
More lighting	48	8	56	16.47%
Other (please specify)		2	2	0.59%
	<b>300</b>	<b>40</b>	<b>340</b>	

From our collected data, ([Appendix 2:1](#)) Greening – Trees was the most popular option with 33.53% of respondents putting it as their first choice of what they would like to see. Seating was the next most popular option with 18.24% of the vote.

From the other options on both questionnaires, there is a running theme of respondents asking for more greenery in the space (19.27%) and to pedestrianize the area (12.04%)

**Question 2: If we were to add lighting, where would you like to see more lighting? (Select one option)**

296 + 40 = 336 (Survey Monkey + SBC Portal = Total response)

For question 2 we were asking about where to add lighting in the Sunrise Neighbourhood. From data collected from both questionnaires ([Appendix 2:2](#)), 47.38% of respondents selecting the option for it to be throughout the neighbourhood rather than selecting a specific area that they felt would benefit from lighting. We did not give respondents the option to rank the priority of the areas requiring lighting which may have resulted in the requirement throughout the area.

Answer Choices	Survey Monkey	SBC Portal	TOTAL	Percentage
Throughout the space	136	22	158	47.31%
Alleyway to Victoria Circus	65	10	75	22.46%
In the centre of Victoria Circus	53	3	56	16.77%
Entrance from London Road	28	0	28	8%
Entrance from Southchurch Road	14	3	17	5.09%
<b>Total</b>	<b>296</b>	<b>38</b>	<b>334</b>	

The Alleyway to Victoria Circus was the second most popular area that needs lighting with 22.46% selecting this option.

**Question 3: If entrance features were put at key entry points to Victoria Circus (top of the high street next to New Look) and London Road, how would you rank the following? (Please rank, 1 being the best and 3 being the worst.)**

297 + 37 = 323 (Survey Monkey + SBC Portal = Total response)

Respondents were given a choice of three options: Lighting feature, Physical feature and Decorative feature. From these choices the data collected from both questionnaires ([Appendix 2:3](#)) highlighted a "Lighting Feature" as the most popular option with 50.46% of respondents selecting this as their top option.

Answer Choices	Survey Monkey	SBC Portal	TOTAL	Percentage
Lighting feature	148	15	163	50.46%
Decorative surface treatment	73	7	80	24.77%
Physical Structure	65	15	80	24.77%
	<b>286</b>	<b>37</b>	<b>323</b>	

In comments for both questionnaires, 77.33% of comments mentioned a physical structure like planters, clocks, statues and archways for the neighbourhood.

**Question 4: What in your opinion would be a better use of the public space at Victoria Circus? (The space outside New Look/Odeon Cinema) Please rank, 1 being the best and 6 being the worst. If you use 'Other' please specify what, followed by their ranking (1-6)**

300 + 36 = 336 (Survey Monkey + SBC Portal = Total response)

For question 4, we asked respondents what would be the better use of the space at Victoria Circus. From the data collected from both questionnaires ([Appendix 2:4](#)) Greenery – Trees was the most popular option with 34.85% of the vote, followed by a flexible space with seating as well as events which has 18.79% of the vote.

Answer Choices	Survey Monkey	SBC Portal	Total	Percentage
Greenery (Trees, Planters, Grass)	90	25	115	34.85%
A flexible space with seating was well as events	61	1	62	18.79%

Answer Choices	Survey Monkey	SBC Portal	Total	Percentage
Live events space	51	5	56	16.97%
Water feature	41	0	41	12.42%
Seating space	25	4	29	8.79%
Public art	26	1	27	8.18%
Other (please specify)	0	0	0	0.00%
<b>Total</b>	<b>294</b>	<b>36</b>	<b>330</b>	

When looking at the comments for the questionnaire, 23.5% of respondents mentioned greenery of some kind and 23.5 mentioned having a physical market space too.

**Question 5: If a public art feature was installed at Victoria Circus (The space outside New Look/Odeon Cinema) please rank your preferred option. Please rank, 1 being the best and 3 being the worst.**

283 + 36 = 319 (Survey Monkey + SBC Portal = Total response)

For question 5, we asked respondents if a public art feature was installed at Victoria Circus, what kind would they want.

Answer Choices	Survey Monkey	SBC Portal	TOTAL	Percentage
Permanent feature	99	9	108	33.86%
Temporary feature	100	7	107	33.54%
Digital feature	84	12	96	30.09%
Other (please specify)	0	8	8	2.51%
	<b>283</b>	<b>36</b>	<b>319</b>	

From the data collected from both questionnaires ([Appendix 2:5](#)), a permanent feature was marginally voted as the most popular option with 33.86% of the vote. However, this is not statistically valid and from the results there is no strong preference for the type of art. However, when looking into the comments made on this question, people were asking for something done by a local artist that related to the boroughs heritage e.g. our pier or Saxon King.

**Question 6: What in your opinion should the space become on London Road? (From Sainsbury's mini roundabout to Victoria Circus?)**

515+36=551 (Survey Monkey + SBC Portal = Total response)

For question 6, we asked the respondents what the space should become between the mini roundabout at Sainsbury's to Victoria Circus. On our Survey Monkey questionnaire we allowed respondents to select more than one option to give them more of a say of what they want in the area.

From the data collected from the Survey Monkey questionnaires, respondents would have *Outside seating for restaurants* (29.40%) and the area *Pedestrianised* (28.49%).

Answer Choices	Survey Monkey	Percentage
Outside seating for restaurants	157	29.07%
Pedestrianised	136	25.19%

Answer Choices	Survey Monkey	Percentage
A market	124	22.96%
No change	38	7.04%
20 mph (From Pets at Home roundabout to Victoria Circus)	25	4.63%
Taxi Rank	36	6.67%
Other (please specify)	24	4.44%
	<b>540</b>	<b>100.00%</b>

When looking at the comments ([Appendix 2:6](#)) 24.44% of the comments mentioned that they wanted to see more greenery around the neighbourhood and 15.5% of comments mentioned that they wanted the area to become pedestrianised and more accessible for all.

We also asked about having a 20mph speed limit on London Road on both questionnaires where people felt quite strongly that there should be a limit in that area.

Survey Monkey:

Response	Yes
20 mph (From Pets at Home roundabout to Victoria Circus)	25

SBC Portal:

Response	Number of Respondents
Yes	28
No	8

**Question 7: Do you think the space on London Road (between Sainsbury's through to Odeon) would benefit from the addition of?**

*300 + 36 = 336 (Survey Monkey + SBC Portal = Total response)*

For question 7, we gave respondents options on what they wanted in the area. From the data we collected from the Survey Monkey, respondents would like better cycle parking in the area, with 41.67% of respondents selecting this option. ([Appendix 2:7](#))

For the SBC Portal we gave respondents the option to respond via a question box. Out of the 25 respondents, most commented on how they wanted to see more trees in this area but also bike parking in the area too.

Answer Choices	SM	TOTAL
Better cycle parking	120	41.67%
Hire cycle station	89	30.90%
Electric charging points	79	27.43%
Other (please specify)	0	0.00%
	<b>288</b>	

**Question 8: If a regular market were put on London Road, how frequent would you want it?**

297+36=333 (Survey Monkey + SBC Portal = Total response)

For question 8, we asked respondents to select how often they would like a market on London Road. From the data collected from both questionnaires ([Appendix 2:8](#)), respondents want a weekly market with 45.65% selecting this option.

Answer Choices	SM	SBC	Total	Percentage
Weekly	137	15	152	45.65%
Fortnightly	55	6	61	18.32%
Monthly	34	7	41	12.31%
At certain times of the year only eg Christmas	46	6	52	15.62%
Never	25	2	27	8.11%
	<b>297</b>	<b>36</b>	<b>333</b>	

**Question 9: If a market were put on London Road, what type of market would you prefer?**

297+36=333 (Survey Monkey + SBC Portal = Total response)

For question 9, we asked if there were a market on London Road, what type of market they would prefer. From the data collected from both questionnaires ([Appendix 2:9](#)), respondents want a farmers' market, with 41.32% of the vote, followed by a general market (28.74%)

Answer Choices	Survey Monkey	SBC Portal	Total	Percentage
Farmers market	122	16	138	41.32%
Food stalls	34	4	38	11.38%
Specialist items eg French or Craft markets	28	5	33	9.88%
General Market	87	9	96	28.74%
Other (please specify)	27	2	29	8.68%
	<b>298</b>	<b>36</b>	<b>334</b>	

From the comments made on the questionnaire, 29.62% of comments mentioned some kind of food/farmers' market with a variety of different foods available.

## Sunrise Neighbourhood Questions Summary

These questions are specified by the Sunrise Consortium in order to gauge the awareness of the project and any changes in behaviour during the duration of the project. Due to Survey Monkey not allowing us to have more than 10 questions, we have had to change the format of the questions so that they will still get asked.

### Survey Monkey Data:

Respondents to the Survey Monkey survey were asked the same questions as the SBC Portal. However, they were asked to answer yes or no in all questions rather than to grade their responses. The responses however were consistent across both the surveys.

Answer Choices	Yes	% yes	No	% no	Total
Have you heard of the Sunrise Project?	30	10.38 %	259	89.62 %	289
In the last year/ year and half, has the neighbourhood between Victoria Circus and Sainsbury's changed?	176	61.32 %	111	38.68 %	287
In the last year/ year and half has your experience of moving around the neighbourhood between Victoria Circus and Sainsbury's changed? E.g. by foot, cycle, car, taxi?	102	35.17 %	188	64.44 %	290
In the last year/ year and half have you considered changing the way in which you move into the neighbourhood between Victoria Circus and Sainsbury's? E.g. on foot, cycle, car, taxi	71	24.48 %	219	75.52 %	290
In the last year/ year and half has the time you spend walking and cycling in the area between Victoria Circus and Sainsbury's changed?	85	29.21 %	206	73.79 %	291

### Question 1: Have you heard of the Sunrise Project?

The majority had not heard of Sunrise. Only 10.38% of respondents answering yes they have heard of the Sunrise Project shows that the general public do not know about the Sunrise Project and what it aims to achieve in the Sunrise Neighbourhood.

### Question 2: In the last year/ year and half, has the neighbourhood between Victoria Circus and Sainsbury's changed?

61.32% of respondents selecting that the neighbourhood between Victoria Circus and Sainsbury's changed, it shows that the area is evolving itself over time. But the perception is that in this period it has got worse.

### Question 3: In the last year/ year and half has your experience of moving around the neighbourhood between Victoria Circus and Sainsbury's changed? E.g. by foot, cycle, car, taxi?

64.44% of respondents selected that they haven't changed their method of moving around the neighbourhood. This is to be expected as no improvements have yet been made. The area is used as a drop off/collection point for the local cinema/town centre/ restaurant quarter by taxi and private vehicles.

**Question 4: In the last year/ year and half have you considered changing the way in which you move into the neighbourhood between Victoria Circus and Sainsbury's?  
E.g. on foot, cycle, car, taxi**

75.52% of respondents selected that they haven't considered changing in the way they move into the neighbourhood in the past year.

**Question 5: In the last year/ year and half has the time you spend walking and cycling in the area between Victoria Circus and Sainsbury's changed?**

73.79 of respondents selected no.

As the surveys resulted in such a high degree of comments we have included detailed appendices for this report containing all the independent comments for your consideration, although we have tried to provide a flavour of the comments in the summary above to assist with the analysis of this report.

**SBC Portal Data:**

Respondents were asked these questions which were set by the Sunrise Consortium.

**Question 1: Have you heard of the SUNRISE Project in Southend-on-Sea High Street?**

From the data collected it shows that most respondents (72.46%) have never heard anything about the Sunrise Project.

Response	Number of Respondents	Percentage of Respondents
I have never heard about it	50	72.46%
I have heard something about it but I have not taken part in any event organized by the project	19	27.54%
I have been involved in some of the events organized by the project	0	0

**Question 2: In the last year/ year and half, has the area between Victoria Circus and Sainsbury's changed?**

From the data collected, it shows that respondents feel that the area has become worse with 55.38% of the vote.

Response	Number of Respondents	Percentage of Respondents
It has become a worse place	36	55.38%
It has not changed substantially	24	36.92%
It has become a better place	5	7.69%

**Question 3: In the last year/ year and half has your experience of moving around the area between Victoria Circus and Sainsbury's changed? Eg by foot, cycle, car, taxi?**

From the data collected, it was shows that respondents have not changed substantially the way they travel in the neighbourhood with 54.84% of the vote.

Response	Number of Respondents	Percentage of Respondents
It has become worse	24	38.71%
It has not changed substantially	34	54.84%
It has become better	4	6.45%

**Question 4: In the last year/ year and half have you considered changing the way in which you move into the area between Victoria Circus and Sainsbury's? Eg on foot, cycle, car, taxi**

From the data collected, it shows that respondents have not considered changing the way they move around the neighbourhood with 75% of the vote.

Response	Number of Respondents	Percentage of Respondents
I have not considered changing	45	75%
I have changed and I still keep my new habits	6	10%
I have considered changing but eventually I have not changed because it was not possible	5	8.33%
I am getting ready to change	3	5%
I have changed but then I have gone back to my old habits	1	1.67%

**Question 5: In the last year/ year and half has the time you spend walking and cycling in the area between Victoria Circus and Sainsbury's changed?**

From the data collected, it shows that way respondents move around the neighbourhood has not changed in the past year/year and half with 63.33% of the vote

Response	Number of Respondents	Percentage of Respondents
I walk and cycle less	16	26.67%
My walking and cycling habits have not changed substantially	38	63.33%
I walk and cycle more	6	10%

**Combined data:**

When looking at the responses of both questionnaires it's apparent that the public do not know about the project or been to any of the events that they have held previously. The area hasn't improved over the past year/year and half, and respondents have not considered changing the way they move around the neighbourhood.

## Appendices

### Comments from Social Media Summary:

#### Facebook advert 1:

We did a Facebook advert for to get word out for our questionnaire and to get different people to fill it out. The advert was a video which showed off the space so that viewers knew what area we are wanting to improve. The advert got a lot of engagement with the public, however people were getting stuck on question 6 and were unable to complete the questionnaire. This advert ran from 12<sup>th</sup> August 2019 – 28<sup>th</sup> August 2019

The theme of the comments ([Appendix 4:2](#)) of the advert were that people were not able to complete the questionnaire, but still wanted their views taken into consideration. A lot of comments mentioned that the area needs to be brought back to life again with plants like flowers and trees and one comment called the area a “*Concrete jungle*”. There were also comments asking for some kind of band stand where people can sit but also enjoy performances at.

#### Facebook advert 2:

We ran an advert for one week to try and get more responses on a shorter, more user friendly questionnaire. We ran the same video but changed the text to say that we have taken feedback from the other survey and made an shorter survey for people to complete. This advert ran from 31<sup>st</sup> August – 7<sup>th</sup> September.

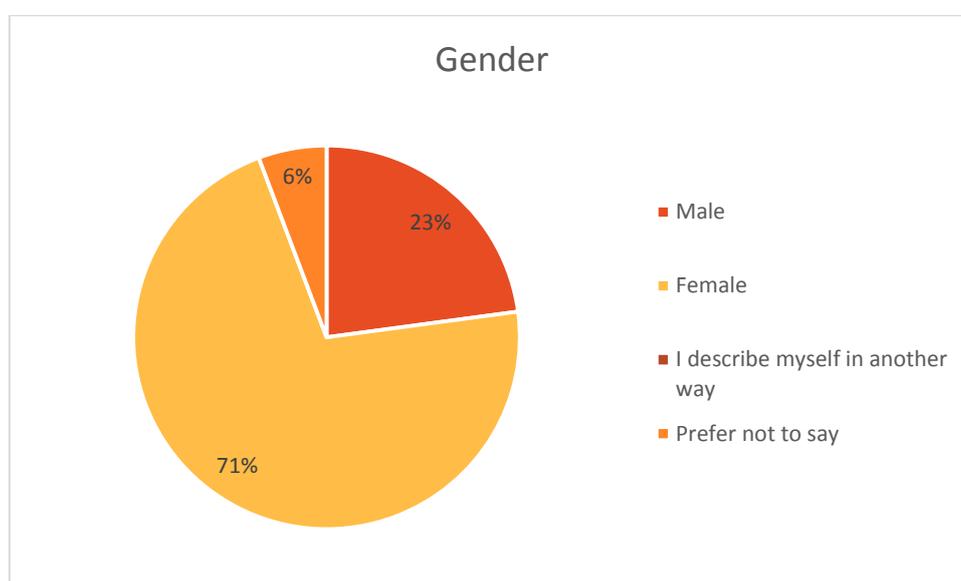
The theme of the comments ([Appendix 4:3](#)) were around the same lines as the last advert, with people wanting to see more plants and colour in the area rather than just concrete everywhere. A couple of comments mentioned some kind of playground for children which would be colourful and some asked for a performance area too.

## Appendix 1: Demographics

### Question 1: What is your gender?

Total Respondents = 35

Response	Percentage of Respondents
Male	22.86%
Female	71.43%
I describe myself in another way	0%
Prefer not to say	5.71%

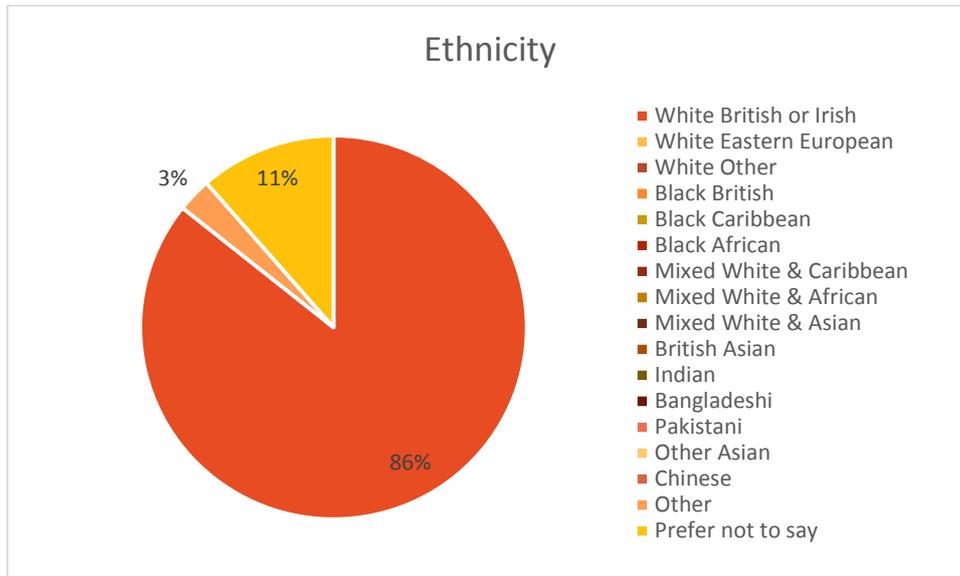


### Question 2: Please state your ethnicity

Total Responses: 35

Response	Percentage of Respondents
White British or Irish	85.71%
White Eastern European	
White Other	
Black British	
Black Caribbean	
Black African	
Mixed White & Caribbean	
Mixed White & African	
Mixed White & Asian	
British Asian	
Indian	
Bangladeshi	
Pakistani	

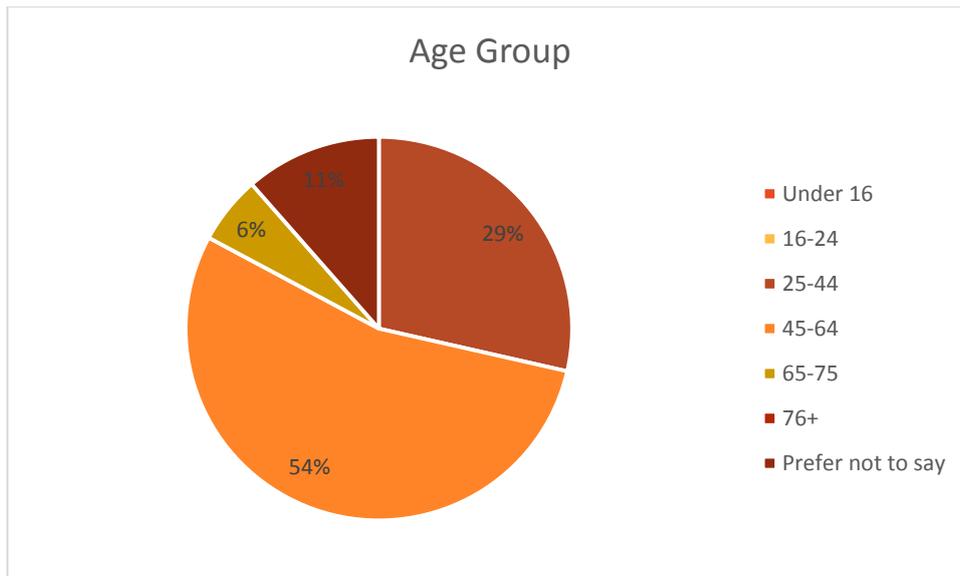
Other Asian	
Chinese	
Other	2.86%
Prefer not to say	11.43%



**Question 3: What age group best describes you?**

*Total Responses = 35*

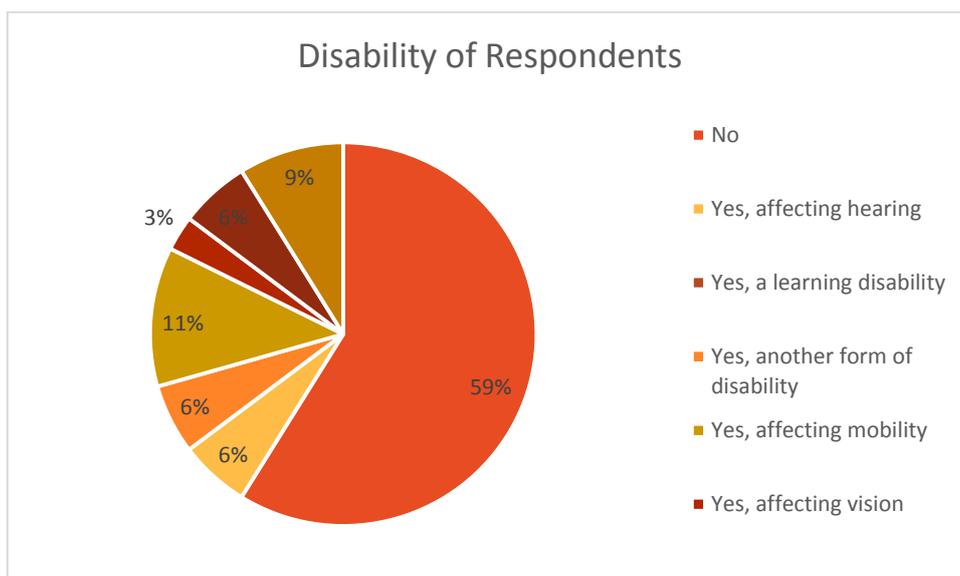
Response	Percentage of Respondents
Under 16	
16-24	
25-44	28.57%
45-64	54.29%
65-75	5.71%
76+	
Prefer not to say	11.43%



**Question 4: Do you consider yourself as a person who has a disability of any kind?**

Total Responses = 34

Response	Percentage of Respondents
No	58.82%
Yes, affecting hearing	5.88%
Yes, a learning disability	0%
Yes, another form of disability	5.88%
Yes, affecting mobility	11.76%
Yes, affecting vision	2.94%
Yes, mental ill-health	5.88%
Prefer not to say	8.82%

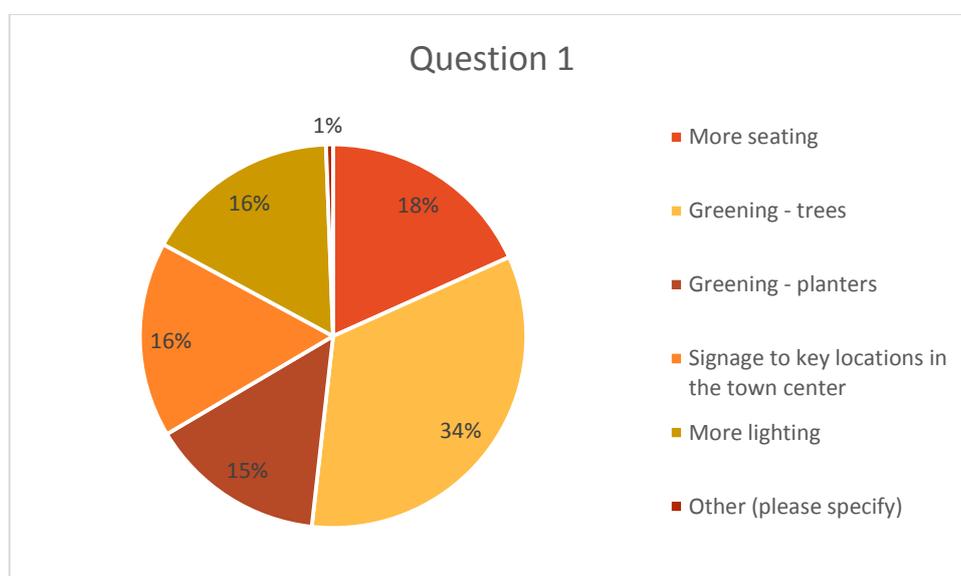
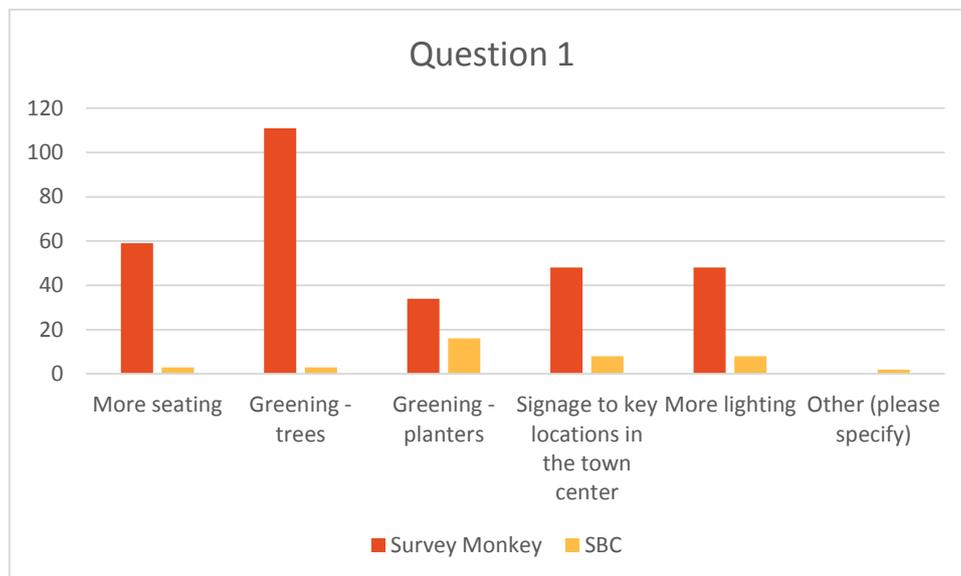


## Appendix 2: Questionnaire

### Appendix 2:1

Question 1: What would you like to see between Victoria Circus and London Road (the section between Sainsbury's mini roundabout and Victoria Circus outside the Odeon) in Southend? (1 most important through to 5 being least important)

Answer Choices	Survey Monkey	SBC portal	Total	Percentage
More seating	59	3	62	18.24%
Greening - trees	111	3	114	33.53%
Greening - planters	34	16	50	14.71%
Signage to key locations in the town centre	48	8	56	16.47%
More lighting	48	8	56	16.47%
Other (please specify)		2	2	0.59%
	<b>300</b>	<b>40</b>	<b>340</b>	



## Survey Monkey Comments:

Survey Monkey Comments
Something nice... nothing rusty.
Something to get rid of all the pigeons
Indoor market
No where to sit and rest and something kids on bikes and skateboarder can't use people want to sit in peace when shopping
Stage for street performers, police presence
Z
More parking
Do something about the beggars, druggies
Signage to the towns notable exhibitions Pier Museum, Saxon King etc, and appropriate buses.
Replace those "rusted" benches and planters, they look horrible and unkept! Rustic only works if it doesn't look abandoned!
I found Southend dirty and unattractive for tourists and visitors. Southend High Street is no longer wow-factor place to spend family time or even to do shopping. I am a resident of Southend over 12 years and I can say freely that Southend is dying as shops closing and no more of popular big brands. Southend Borough Council should reduce prices for parking charge as so high. I feel that must be something done to promote culture, history.....
Be Tidy and clean . Less empty shops
No rusty planters or pillars
more variety of actual shops.. pop up mini shops.. eliminate cars in that part
Pedestrian area allowing cafes and restaurants to put out tables.
Less homeless, and wider paths (where the taxis currently park)
Fruit trees so people can have food for free, specially homeless
Independent shops (NOT pointless phone shops or those that fix phones etc)
More bins
Removal of the beggars, every single time I go down the High St there are people still begging, I've seen the people employed to move them on and they do nothing that I have seen to prevent this
Public Toilets
Paths improved to make safe access for wheelchair users. The pavements are dangerous currently
Art installations from local artists
Information boards showing local events etc
Pedestrianise this stretch of road, then add more seating and trees/planters - but not like the rusty ones already installed by Sainsburys.
Better shops, fewer taxis, more parking, the weekly market, reduced carriageway, more pedestrian areas, tables and chairs and sun shades outside, vibrancy
Putting the homelessness first and helping rehabilitate the people sitting in shop doorways begging.
For you to lower business rates and to increase policing.
Modernised pavement. Outside spaces for restaurants. Flatten area outside odeon, having a ring shaped walkway round the outside providing the ramp access to shops
Pedestrianisation of the restaurant strip
Water Fountain

Survey Monkey Comments
Cctv that works and can identify offenders
Security to clear away the beggars and ferel youth
Get rid of the beggars, drunks, dosers and drug addicts first.
more covered areas for shoppers
Perhaps a little coffee stall of some sort in the middle of the circle - will allow people to sit and have a drink as starbucks is often full outside
Needs more flowers, trees, more green in general and more policing to stop beggars pestering everyone, sort something out for the homeless like a hub or something
A place for people to perform like a band stand
Bulldoze those stupid rusty metal things out sainsburys.
Parking
More police/security
The pavements by Ask fixes properly where lampposts have been removed and not tarmacked over. Had a fall caused by one of these a few years ago
Get rid of the drug dealers, drunks, beggars and thieving sods who use it as a meeting place
I can only seem to select two but quiet honestly it need to be made safer more CCTV and signing to deter criminals, more lighting for evening / late night clubbers and a suitable safe place for the homeless to reside, mabey some shelters rather than moving them on due to uneducated youths that terrorise them
Wooden climbing frame, kids natural obstacle course with a fountain similar to the seafront
A proper toilet with an attendant
I think the road from roundabout at pizza express down to the odeon should be pedestrianised so trees, seating and the lovely wooden market stalls can go along there all year round. If you make them cheap enough for traders!!!
Markets
Water feature

### SBC Portal Comments:

SBC Portal Comments
A return of the roundabout system at the top of Victoria Avenue, near the odeon
Apart from needing more trees, I can not see a reason to spend more money on the area. You need to lower rates to incurrage shops to be opened, the area is a joke in the charge for parking this should be free. I pay couple tax and car tax to be able to use the rods. I refuse to also pay huge amounts of parking charges, this alone keeps me away from the town and high street. Would rather drive to lakeside to get better choice of shops and also free parking, Start thinking of the residence of Southend for a change.
As many trees/ plants as possible- on the sides of buildings, if possible. Public art by local artists.
Before the cinema and shops were built there was a beautiful green area. I would like to see that reinstated and made bigger
Entertainment space
Events outside the Odeon celebrating the capabilities of our young people.
Get rid of or paint those ugly rusty looking sitting areas, they look dreadful sadly and make the town look run down and sad. Also plant more trees, flowers and hanging baskets to bring greenery and colour.

### SBC Portal Comments

I don't think the metal structures look good I think they were a waste of money
I would like to see native trees featured, with protection and permeable surfaces to help them grow.
It is very important to have toilets and phone box plus a meeting place for lost children.
Just more trees
Lots and lots of trees, cycle path, electric car charging points
More green improved signage/improvement in dangerous bus lanes near station a revision of the traffic flow which is worse since the roads were redone.
More street trees and less road area
More trees. I would like to see a giant planter of trees and plants with sensible seating in the area outside the Odeon/WHSmiths/Metro bank.
More trees. More evidence if greening the borough as a whole.
Native trees, plants, flowers to attract insects.
Nature garden with large trees, several insect sanctuaries, maybe some seating to soaking it all in and lights out after 2200 to minimise light pollution of our local skies.
Pedestrianised area - no vehicles
Planters growing fruit trees, nut trees, vegetables along the lines of Incredible Edible. Information point about community resources
Serious greening with happy indigenous species to help with pollution and feel good factors.. I have lived in the town my whole life now 53 and I'm still heart broken at the loss of green space. Please please replace carefully with advice what has been stolen. This is possible even in the smallest spaces.
Something creative that becomes a focal point for gathering and a sense of pride for our high street. I loved the idea of a high street beach - maybe next year? Could we do a winter wonderland with food stalls and games etc this winter? Generally it looks very barren and sad currently - so much could be achieved by bringing in greenery and high quality art work. The rusty planters outside Sainsbury's are ok but don't really create a warmth or sense of vibrancy - they're quite heavy and intimidating. Let's encourage some of the many Southend SMEs to bring their stalls to the high street through pop ups and events. Let's go with our sub culture heritage and do something a bit bold and eccentric! Summertime outdoor cinema screenings? Silent disco?
Stop wasting money. Those iron things look hideous, they are just rusting bit of iron, what happened to keeping the planters watered planted etc.
The new rusty obelisks removed A waste of money when it would look better with young trees planted. With delicate lights on at Christmas.
The place in front of the Odeon needs some serious sprucing up. It's just concrete now - how about trees, benches, outdoors cafes, a bandstand?
The square by the Odeon is very bland and empty. As well as seating and greenery i would like to see public art such as a water feature or sculpture, something outstanding by an established artist.that people will go out of their way to see. Given the surrounding modern architecture perhaps a mechanical piece of moving art that turns in the wind or moves by water or marks time by a moving piece. More outside eating by the restaurants and in the square would create a more vibrant atmosphere and bring some life to the area. I think there was once a proposal to pedestrianise the street up to the mini roundabout which I think is a good idea. The Granary Square area of Kings Cross is a great example of a modern regeneration of an area with great use of planting and dancing fountains as a central feature.
Trees and nature, flowers and wildlife.

### SBC Portal Comments

We definitely need more trees and plants, but I don't believe you can limit this survey to one specific area. The whole of Southend town centre has become an awful place and one I rarely visit because of that reason. Chelmsford is a really great example of our a town centre can be rejuvenated. Southend has become a run down and dangerous place

what I would have liked to have seen is the old buildings preserved, but what we have got is a depressing high street that looks like a hundred other high streets. Not helped by the people begging in the shop door ways and the filthy rubbish strewn streets

When the plans were originally shown, I am sure it was referred to as "the restaurant quarter" or something similar. The plan shoed trees planted all down the middle. this has not happened. I would like to see a lot more trees planted in this area.

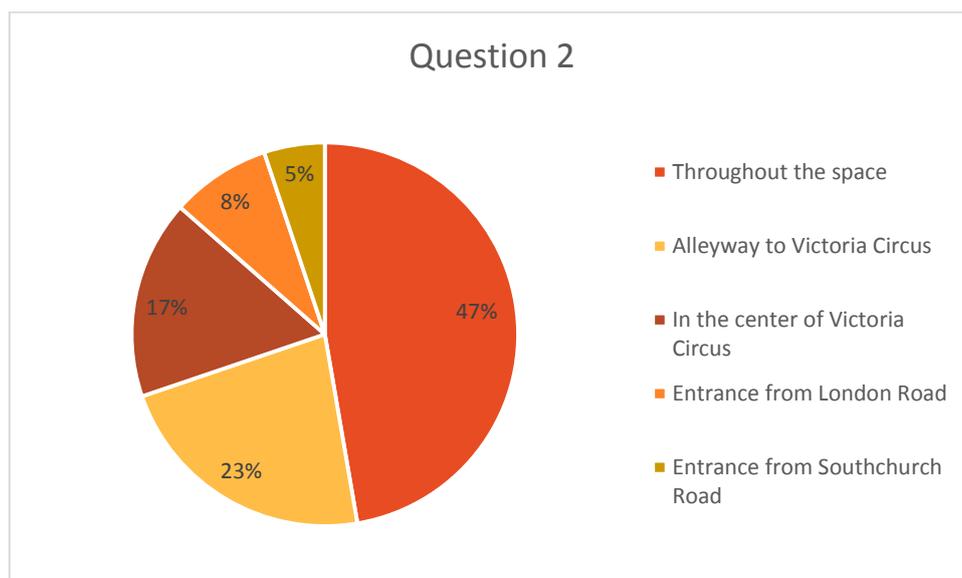
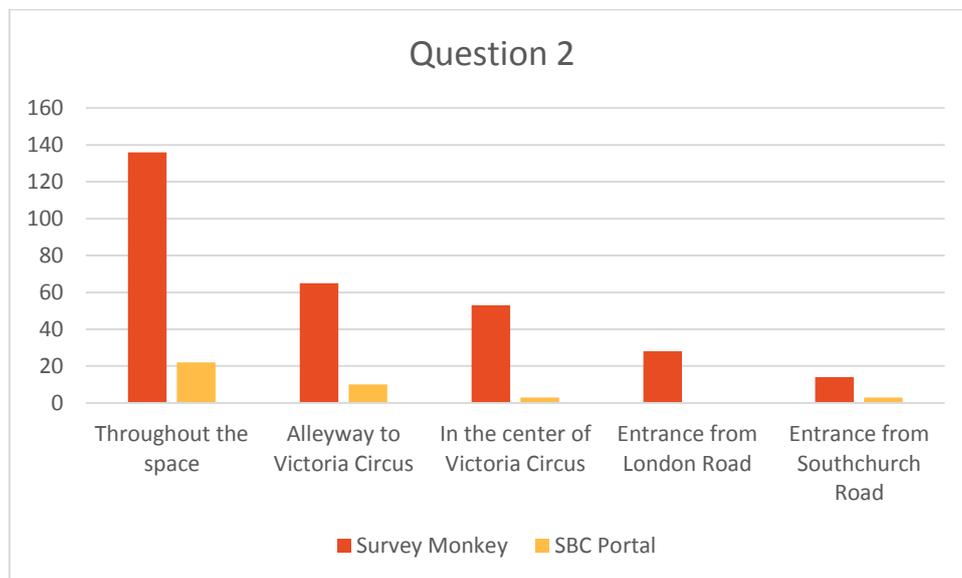
Why not discourage parking and only allow taxis - and introduce much more greenery and tree planting - especially on the South side of the street.... create pocket parks where people could sit (in the shade, so seating could be more on the North side until trees mature)

With the latest science behind climate change and environmental damage the council must promote health and sustainability through the planting of trees and supporting green space. By not doing so is irresponsible and lacks any foresight into health, carbon neutrality and the well-being of the people in the community. I would also suggest a larger police presence or rangers after hours as it is becoming a gauntlet of drug users, drug pushers, drunken louts and a festival of eyesores after hours, very unpleasant and distasteful.

## Appendix 2:2

Question 2: If we were to add lighting, where would you like to see more lighting?

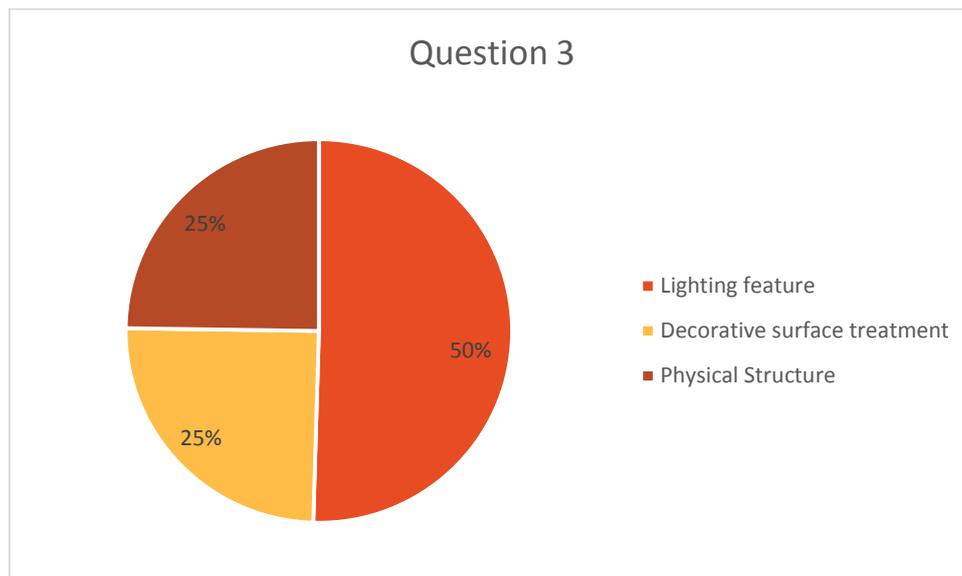
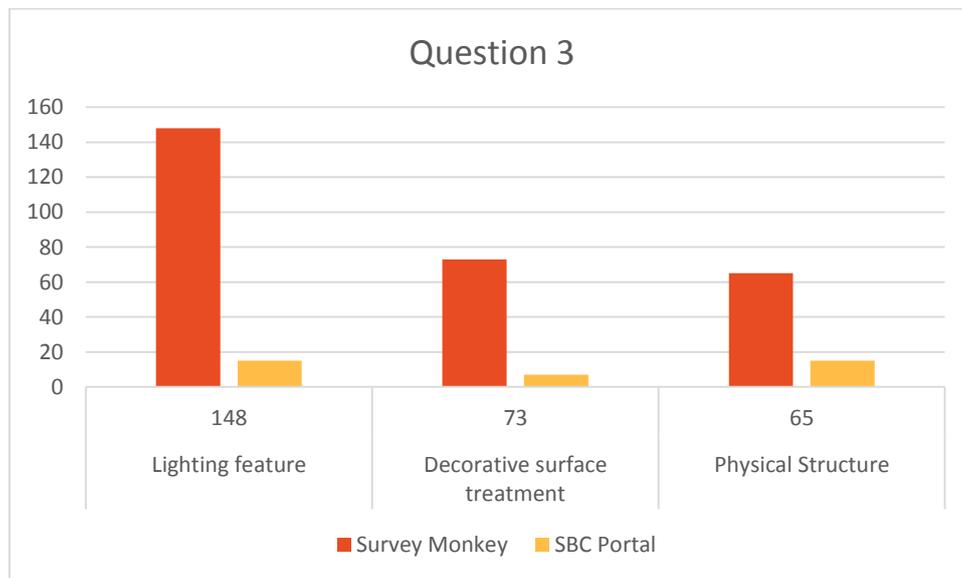
Answer Choices	Survey Monkey	SBC Portal	TOTAL	Percentage
Throughout the space	136	22	158	47.31%
Alleyway to Victoria Circus	65	10	75	22.46%
In the centre of Victoria Circus	53	3	56	16.77%
Entrance from London Road	28	0	28	8%
Entrance from Southchurch Road	14	3	17	5.09%
<b>Total</b>	<b>296</b>	<b>38</b>	<b>334</b>	



### Appendix 2:3

**Question 3: If entrance features were put at key entry points to Victoria Circus (top of the high street next to New Look) and London Road, how would you rank the following? (Please rank, 1 being the best and 3 being the worst.)**

Answer Choices	Survey Monkey	SBC Portal	TOTAL	Percentage
Lighting feature	148	15	163	50.46%
Decorative surface treatment	73	7	80	24.77%
Physical Structure	65	15	80	24.77%
	<b>286</b>	<b>37</b>	<b>323</b>	



Survey Monkey Comments:

Survey Monkey Comments
An arch from the alley next to new look and arch I the middle of the entrance from Sainsburyâ€™s (with signage on the top)
A communal building, similar to the old band stage that can host various events for the community, and have themed events for significant seasonal periods..
A large clock that chimes
Anything with plants/ trees
A fountain
Nice to get old clock we had back out if storage which we pay for as tax payeres
A tasteful statue
Water fountain, with seats and trees around it
Public Toilets. Not the tiny cramped cubicles with nowhere to park shopping bags and hang a coat but open plan ones with full facilities such as mirrors!!
Farmers and food market
Plant Christmas Tree in middle
Statue or archway with the Southend crest/motto, something about the history of the town
Like an archway or something
Art sculpture
Statue or Art
Smooth pavement for disabled and oaps
Fountain with access to drinking water, benches, flower beds
Market type structires
Maybe an arch way which. Could say welcome to southend
Statue of local hero Peggy Mount?
Art work & information boards
Route between Odeon and New Look always feels very enclosed and intimidating - made worse by the addition of the planters recently which further obstruct entry, often exacerbated by members of the street community begging on this route. For those arriving by train at Victoria Station it really has no sense of arrival in the town centre. If anything quite the opposite of making it as hard as possible to get into the town centre.
Not at Vic Circus end, only at Sainsburyâ€™s end, perhaps an arch with lwords and lights
Look to Folkestone's annual art festival and to work with local artists for sculptures and architecture
Combining the lights and decorations. Something that says you are in Southend, seaside inspirations, ice creams etc. Also maybe having the lights just like there was all along the seafront
The lack of shops, from where you've gradually destroyed the town and the seafront
Canopy with open terrace, seating and solar lighting
No rusty things like by Sainsburys
Not as important as lighting, but some sort of archway would be nice. High up away from vandals. Also with lighting.
Fountains like on seafront, plus bring back rosis hut
Something used from renewable materials
covered centre walk way throughout central pedestrian areas
Add more green ! More flowers and trees
Archway with foliage

Survey Monkey Comments
Tree
Decorative Archway
None
Statue of Tony Stark
Metal artistic family/cohabiting statue maybe even being multi functional
Something that symbolises respect, unity and choice let's encourage our youths to make wiser decisions
Something eco friendly, green
Clock like the one that was removed
Trees, it would show we care about nature
Seaside influenced to reflect the area.
Relocate New Look and demolish th building that blocks entry to High St
this is a test
Sign posts to places in Southend

### SBC Portal Comments:

SBC Portal Comments
A sculpture
A water reful station, a local information and tourist board and a large map.
Bandstand or similar with programme of events to celebrate our young people.
How about a stage or a bandstand? A statue? Trees? Anything to change this area from a concreted-over former roundabout to a liveable area that people want to stay in, not just pass through.
I am indifferent
I have not researched but some sort of living structure would be amazing. Something that can reflect the return and protection of nature in the town. I want to be proud of my town again, how wonderful would it be if Southend could reflect a turn around of this through a symbiotic living structure. I've read about mini forests returning to city spaces it is doable, lollipop trees don't thrive, look lonely and unnatural therefore not cost effective. Our children need to know our town embraces the living world.
I would like to see native tree species, with canopies.
Native trees, plants, flowers to attract insects.
No
No reason to spend residence money on stupid items like this. Not needed
No. Just more Green, less concrete and more maintenance and cleaning of the area. Myself, and most people I know, think the rusty structures along london road are ridiculous and unnecessary. Southend does not need anymore street furniture! It's cluttered and ugly. We need a greener, softer, healthier, and more inviting high street. Also, bring back the underground toilets near the railway bridge. Make them something unique to the town, man them, keep them clean, this would offer a valuable service to the public, and may help to keep the human defecation of the surrounding areas to a minimum.
Nope
Not rusty metal things like further up, they look hideous. Put more green and natural things especially trees

### SBC Portal Comments

Perhaps a timber framed pergola planted with trailing plants... this would make a stunning entrance to the high street and provide essential shading as the climate heats up and sun gets stronger....

Physics structures should be natural. Southend has a glorious history of tourism from London's East End poor. The day trips were and still are a chance for people and children to visit the seaside and get away from the concrete jungles they travel from. No longer are shops unique and all the town's carry the same corporate blue print meanly people have no need to come for the shopping, other places offer a far better deal in this. Blue Water and Lakeside where it is under cover, has free parking and better, larger and cleaner shops. Southend cannot compete on that front anymore and must look to improve by diversifying. The structures should be natural like water features, trees, plants and is consistent with a feeling of being away from the chaotic quagmire of inner city life. The high street could contain an avenue of trees if different species , sizes, shapes and colours. These magnificent, living structures could be lit up with lights at night showing off their beauty and provides a statement about sounthends drive to cut carbon emissions, provide more green spaces and stop the ridiculous destruction of natural things. People enjoy nature and the current structures in Southend are offering nothing to the community.

Planters and seating

Sculpture

Seating area, planters with trees please!

Something that can double as a stage for performances

something well made and well thought out rather than a quick fix

The alleyway to the station is uninviting - features such as suspended decorative chandeliers, decorative ironwork or wall art could turn it into a feature.

Trees

Trees!!!!

Trees, mini garden.

Trellis archway, trees ect.

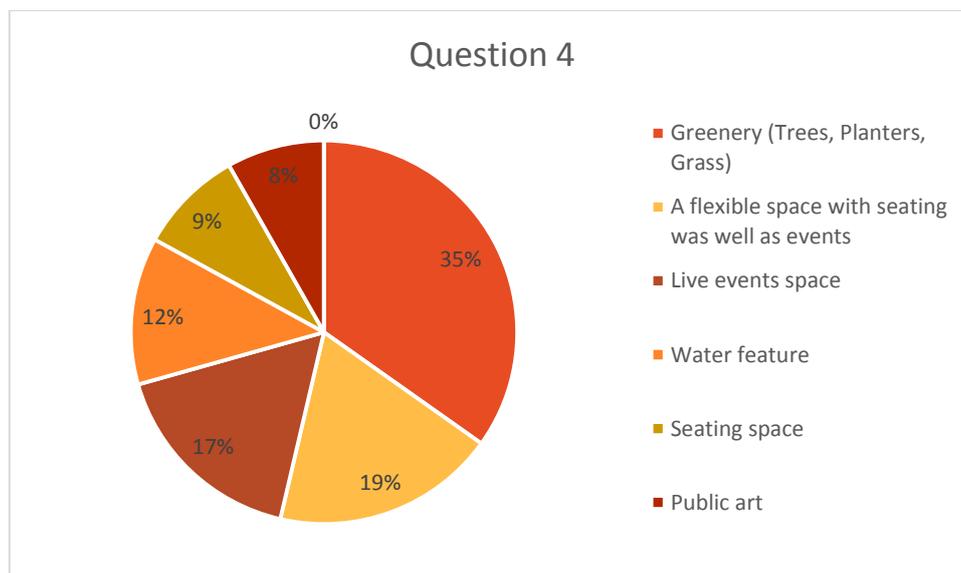
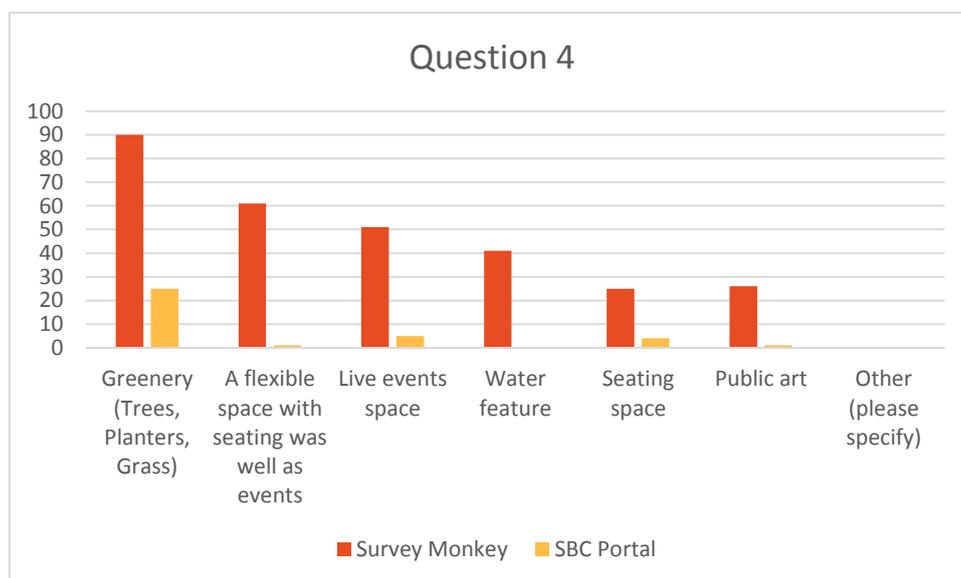
Water feature, grassed area

With light and clock with a water fountain for people to fill up water bottles like in London.

## Appendix 2:4

What in your opinion would be a better use of the public space at Victoria Circus? (The space outside New Look/Odeon Cinema) Please rank, 1-6 being the best and 6 being the worst. If you use 'Other' please specify what, followed by their ranking (1-6)

Answer Choices	Survey Monkey	SBC Portal	Total	Percentage
Greenery (Trees, Planters, Grass)	90	25	115	34.85%
A flexible space with seating was well as events	61	1	62	18.79%
Live events space	51	5	56	16.97%
Water feature	41	0	41	12.42%
Seating space	25	4	29	8.79%
Public art	26	1	27	8.18%
Other (please specify)	0	0	0	0.00%
<b>Total</b>	<b>294</b>	<b>36</b>	<b>330</b>	



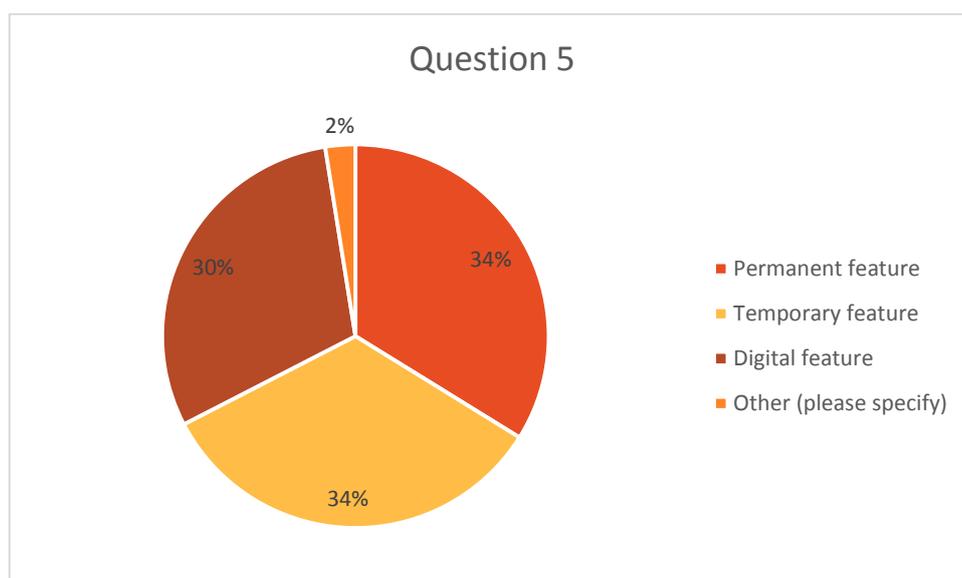
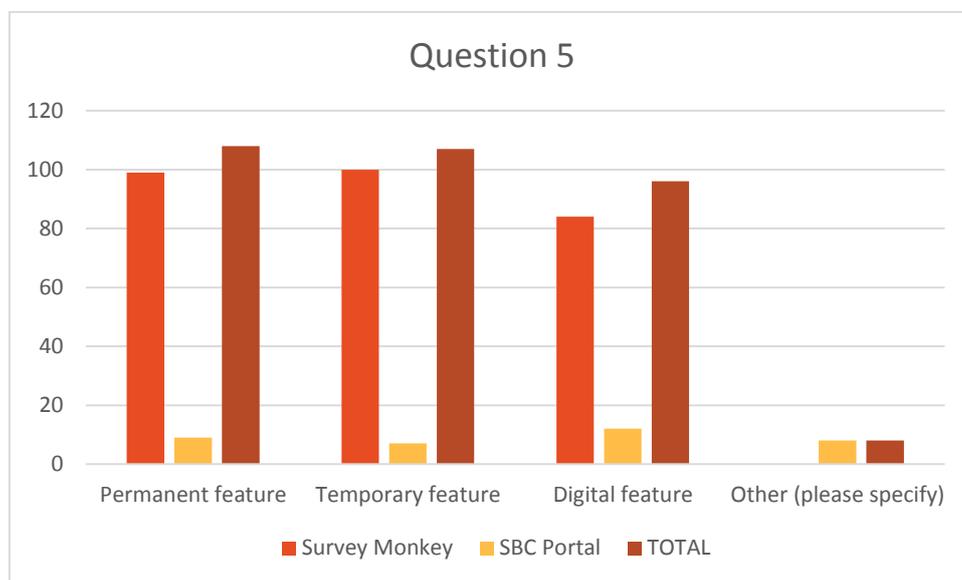
Survey Monkey Data:

Survey Monkey Comments
Permanent garden/plant area
Public toilets for those desperate or not wishing to journey right through the interior of the nearby shopping centre!!
Farmers market
Fruit trees please
Maybe a raised area with seating and lockable bike areas discreetly underneath in a decorative manner
Maybe a Southend souvenir stall or make it a market area
Flatten the central area, possibly with both slopes and stone seating around the perimeter to create an amphitheatre of sorts which could then be used for many purposes including cultural/performance activities as well as retail opportunities such as market stalls or similar. If additional trees/planters installed it's important to ensure that CCTV coverage is not compromised by this.
improved paving etc
For whoever's it who's getting the back handers in reference to the seafront to be made to sit down and talk to the traders that have lost there livelihoods so that he or she can have another car/holiday etc
While some of these are nice ideas, this area is used by large groups congregating for anti social behaviour. Seating would attract bigger groups for longer periods, and public art would be a beacon for vandalism. Trees would relax the appearance of the area more and create a better visual impact and a more desirable space.
markt spaces
Bulldoze thos stupid rusty metal things out Sainsburys
Not too much seating as this end of the high street attracts the wrong type of crowd who hang out on the current benches and make me feel very uncomfortable when I am in the high street.
Bring southend back to life
Trees
Make it the "town centre"
No live events we have the forum space for this

## Appendix 2:5

Q5. If a public art feature was installed at Victoria Circus (The space outside New Look/Odeon Cinema) please rank your preferred option. Please rank, 1 being the best and 3 being the worst.

Answer Choices	Survey Monkey	SBC Portal	TOTAL	Percentage
Permanent feature	99	9	108	33.86%
Temporary feature	100	7	107	33.54%
Digital feature	84	12	96	30.09%
Other (please specify)	0	8	8	2.51%
	<b>283</b>	<b>36</b>	<b>319</b>	



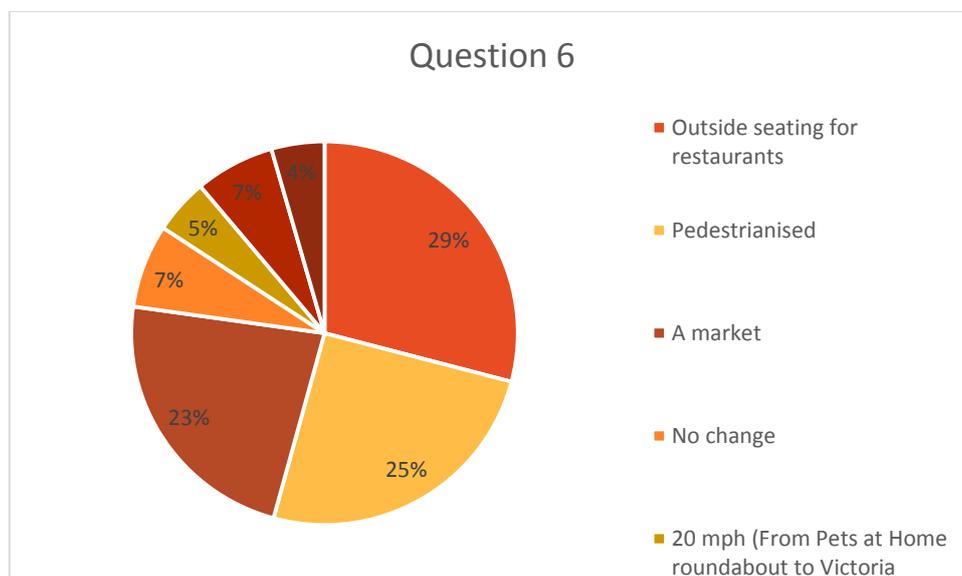
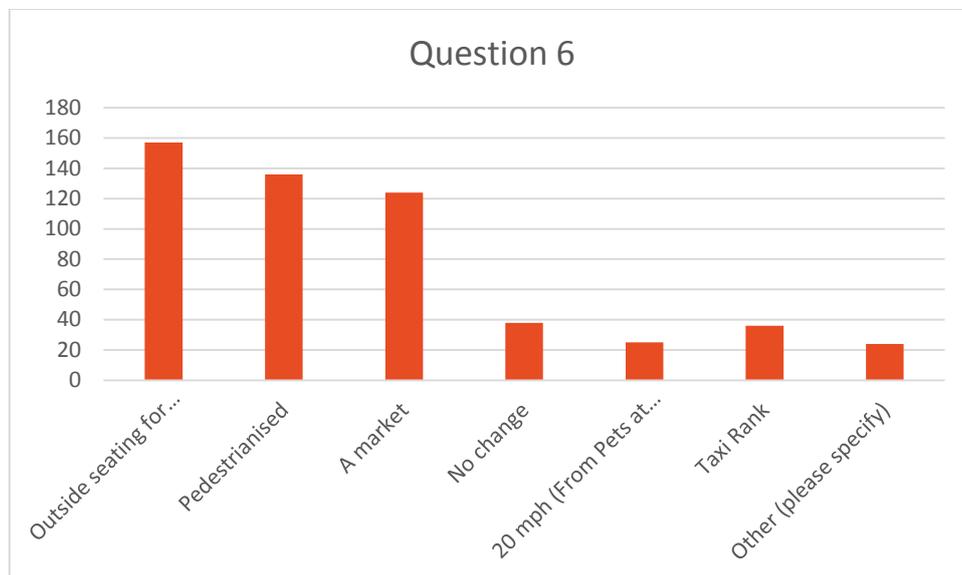
## Survey Monkey Comments:

Survey Monkey Comments
Whatever art may be used, make sure it is sensible, maintenance free, and not rusty stuff!!
None use the money better
Something interactive and changing created by local artists but more trees and safer streets would be mire a priority
Something related "and protected" to the towns/piers past important heritage. Or a digital feature inviting people to visit the towns museums. For instance the Saxon King Experience in Priory Park and Pier Museum, and the appropriate bus services to get there.
Stage for acts
Temporary, highlighting the work of local and more widely known artists, perhaps work from students at the uni
What about the millennium clock
No feature
Stoo wasting money in useless features
Use the space to showcase local artists in rotation - commissioning them to transform the space for certain periods of time.
Local artists Movable temp art can move around southend
None of the above.
Not a good idea anywhere here
Perhaps have a feature there for 4 or 6 months before replacing it with another and finding a permanent situation for the former elsewhere
Bring back everything you've taken
Something that could change and display local artists
Only a large, permanent sculpture would suit a space this big. Security would also be needed.
Public art would be a waste of money and would be vandalised
Add more flower and tree displays more greenery
None as not necessary
No art feature
I donâ€™t think money should be wasted like this. The statue outside the station was an expensive waste of public money and I donâ€™t recall being asked if we approved of that
Please dont
We don't need more digital clutter using constant electric

## Appendix 2:6

Question 6: What in your opinion should the space become on London Road? (From Sainsbury's mini roundabout to Victoria Circus?)

Answer Choices	Survey Monkey	Percentage
Outside seating for restaurants	157	29.07%
Pedestrianised	136	25.19%
A market	124	22.96%
No change	38	7.04%
20 mph (From Pets at Home roundabout to Victoria Circus)	25	4.63%
Taxi Rank	36	6.67%
Other (please specify)	24	4.44%
	<b>540</b>	<b>100.00%</b>



Survey Monkey: Would you like to see 20mph speed limit on London Road? (from Queenway roundabout next to Pets at Home to the High Street)

Response	Yes
20 mph (From Pets at Home roundabout to Victoria Circus)	25

SBC Portal: Would you like to see 20mph speed limit on London Road? (from Queenway roundabout next to Pets at Home to the High Street)

Response	Number of Respondents
Yes	28
No	8

## Survey Monkey

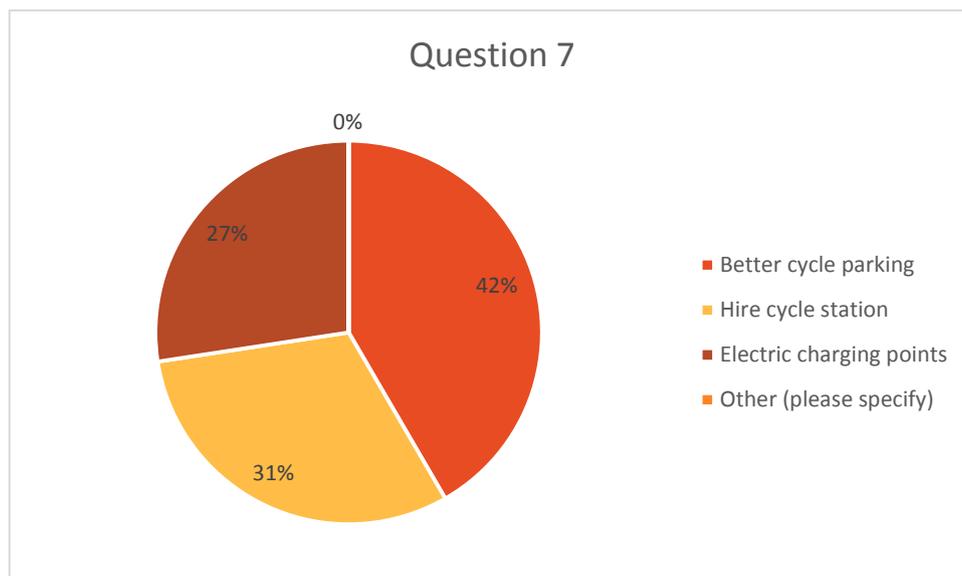
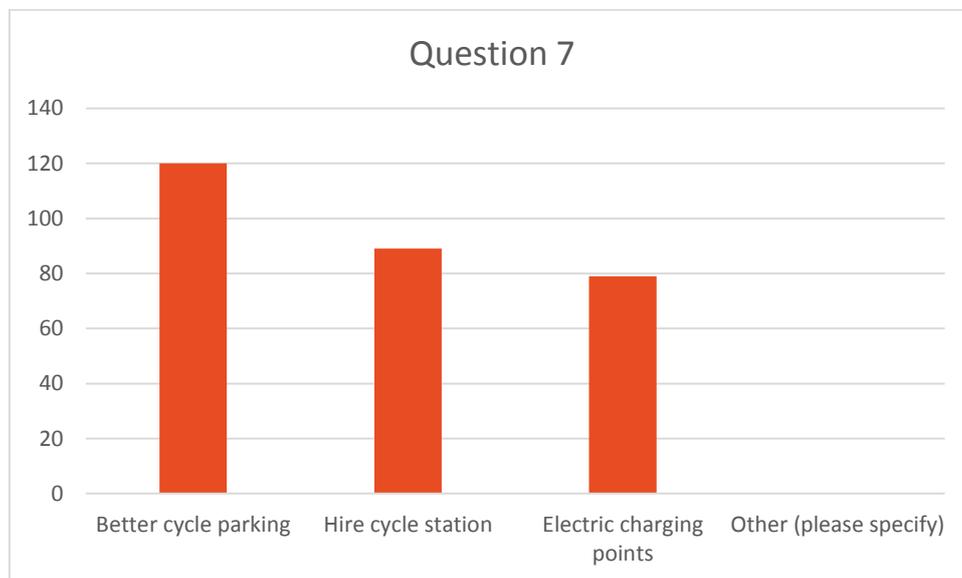
Survey Monkey Comments
Don't know
trees down the middle
Need the pigeons gone for outside seating though
Improve the parking
More plants
More parking
Pedestrianised would be good but there would still need to be taxi and drop off area somewhere safe but nearby
Along with outside seating, it needs to become more appealing and above all safer
Public toilet
Needs to be a community space! A regular market would be fantastic, as would it becoming pedestrianised. (As long as there is still disabled access!)
More bike stands/racks
Pedestrianised except for two taxis at a time to wait for clients and access for deliveries before 10.am
Maybe add some shops!
Once pedestrians, introduce light pillars & trees down the middle. This also becomes a better event/art space then the rotunda oyster the Odeon, as you would entertain diners seated outside the restaurants.
Sportscar burnout zone
More accessible for wheelchairs and extra lighting
Add more plants along the street
Bulldoze thos stupid ugly rusty pieces of junk outside Sainsburys.
Gardens
No more car/pedestrian shared spaces like the seafront please! They are awful!
A free (e.g. 10 min max) regular car "pick up point"
Getbrid of those awful metal.'installations'
Arboretum
More trees are always beneficial but a market would bring work opportunities

## Appendix 2:7

Question 7: Do you think the space on London Road (between Sainsbury's through to Odeon) would benefit from the addition of?

Survey Monkey data:

Answer Choices	SM	TOTAL
Better cycle parking	120	41.67%
Hire cycle station	89	30.90%
Electric charging points	79	27.43%
Other (please specify)	0	0.00%
	<b>288</b>	



**SBC Portal:**

Response
A toilet! We cant access town since Sainburys removed their toilet due to disabilities.
As previously stated I don't believe you can only focus on this one area, the problems are much wider. If you were to use the area for a market, it would really need to be thought about carefully ie selling locally grown produce, food stalls etc not cheap clothes and rubbish
From social media alone one can see that the initial stages of this project have been more negative than positive with the new rusty features, seating and lackluster planting of ivy like plants on the seats. It does not invite or offer anything in the way of enticement or pleasure as a portal to a hospice of shops and/or high street. The inject life and desire then include life and desire by adding real features instead of rust, concrete and nearly dead plants. If Southend-on-Sea is to thrive then it need to bring life in, not concrete it over and that is short lived.
Good quality buskers at the weekend.
Green space
Greenery
Information booth. On places of interest to visit in Southend. Eg Museums. Parks, the last georgian buildings and the Royal hotel with their histories.
keeping the place clean and free of rubish
More bike parking. Trees. Cafe seating
More greenery - Trees and planters - but mostly TREES!
More street team stopping the anti social behaviour
More trees
More trees and planters
Na
Native trees, plants, flowers to attract insects.
Nothing. No need to change it. Just add trees
Pedestrianised with permanent pavement decoration like the colourful pedestrian crossings along Southwark Street in London, which were designed by famous graffiti artists. This or maybe wall designs could be showcasing some of the heritage of Southend, like our sub cultures, music etc, even going back to the Anglo Saxons - like they have across the shopping centre in Basildon. Encourage restaurants to spill out with seating and including publicly available seating too, so it's not only the people who have money to spend who're able to linger. And lots of plants!
Shops all occupied!
Space for licensed mixed street artists in addition to restaurant and public seating.
Toilets are needed An electric screen which provides useful information for public
Tree and general Planting, taking account of the South side heat island effect in the summer as the climate heats up and the sun gets more intense... also pedestrianise and discourage/ban car use beyond Sainsbury's.... Pergolas outside the South side so that there can be alfresco dining..... central greenery feature...
Trees
Trees and other greenery such as pleached trees with fairy bulb lighting. i have seen this in european towns and it gives an enchanting inviting atmosphere in the evening where people are drawn to the area. Controlled outside restaurant seating will also enhance the area. By controlled I mean uniform barriers marking the seating areas for the restaurants and uniform overhead shelter like parasols so that the overall appearance is considered is design.

Trees, nature, flowers and wildlife.
--------------------------------------

Trees. Perhaps a green wall to cover up the ugly shopping centre?
---

## Survey Monkey Comments

Survey Monkey Comments
Just leave it as it is, ... no need to spend money.
Unsure
trees
None of the above
Free short stay parking
None of the above.
Remove rusty effect planters
None of them
None of the above
More disabled parking
None of the above, just remove the central section
A decent sized tree
Ban all cycles
Less cars allowed down. So only taxis allowed past Sainsbury's.
Car parking spaces
Police on the beat
Removal of beggars/drug addicts
Pave the area and use for markets/seating for surrounding eateries - Camden feel
Public toilets.....open plan and not the horrid cramped cubicles with nowhere to hang a coat or place ones shopping bags!!
More trees and plants
Some kind of security measures, without being horrible I'm sick of being approached by drug users along that strip when I walk home from work.
Cafe culture flowers trees
N/A
Green space, not enough in town centre
None
More room for Pedestrians
None of the above, all would be a waste of public money
None
None of the above
None of the above
Getting rid of those disgusting rusty look benches and random structures
more outdoor seating space for restaurants to utilise
Fruit trees
Better pathways for wheelchair users. The path is dangerous (uneven or broken) and always busy.
Drinking water refillable stations
Market or restaurant seating
Under cover market
Market
Pedestrianisation
Pedestrianisation

Survey Monkey Comments
Planters, new paving, reduced road, more pavement, removal of those awful seats and columns
More shops!
We have cycle hire at the station so no need here as well
Pedestrianise, not parking.
Get rid Of beggars
Q
Hi resolution cctv
More police
Wider paths
Needs to be more of a social space
Removal of the taxi rank and pedestrianisation
Add more flowers and lighting also police to sort the beggars out
None of above
None of the above it should be a place where people want to linger and enjoy.
An enjoyable place to sit
Market
Control of homeless people
Bulldozing thos rusty pieces of junk
Plants
Outside dining
Trees
A regular car "pick up point"
Policing of beggars and drug users, doesn't feel a safe area at present
niche shops
None of the above
Bins and lighting
Being safe
CCTV
No cars
Trees, sorry but trees need replacing
No bikes
Wider pavements for pedestrians
Covered cycling parking like the Forums

**SBC Portal Comments:**

SBC Portal Comments
A toilet! We cant access town since Sainburys removed their toilet due to disabilities.
As previously stated I don't believe you can only focus on this one area, the problems are much wider. If you were to use the area for a market, it would really need to be thought about carefully ie selling locally grown produce, food stalls etc not cheap clothes and rubbish
From social media alone one can see that the initial stages of this project have been more negative than positive with the new rusty features, seating and lackluster planting of ivy like plants on the seats. It does not invite or offer anything in the way of enticement or pleasure

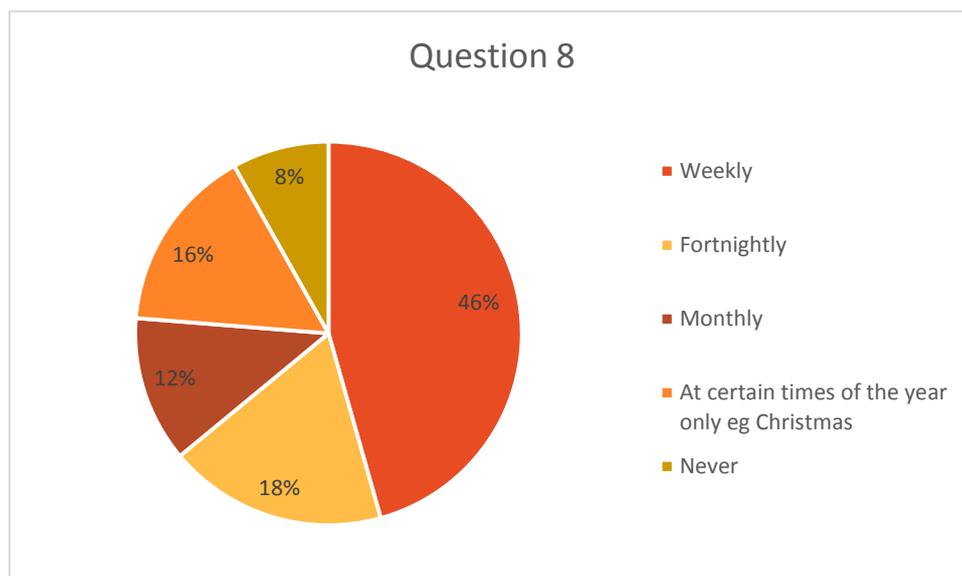
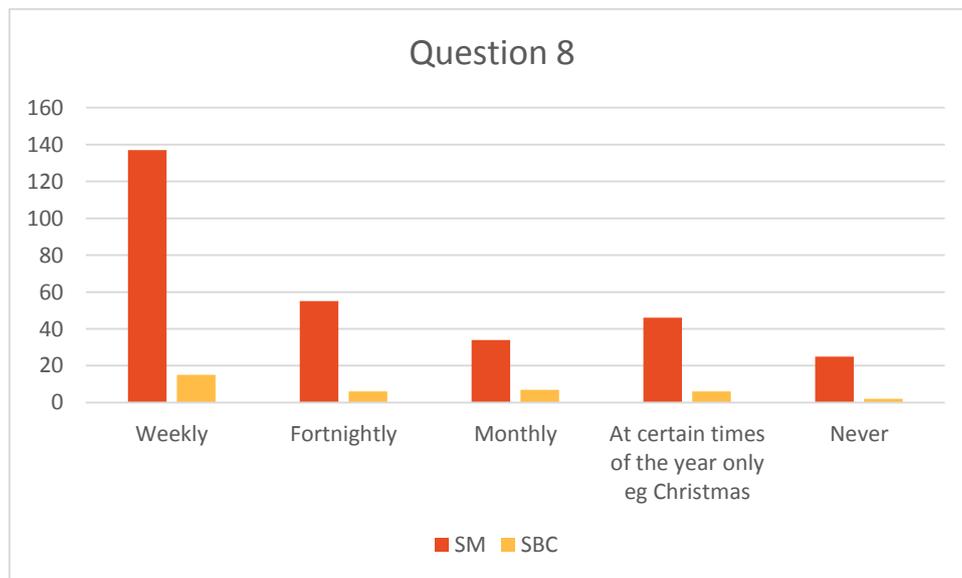
### SBC Portal Comments

as a portal to a hospice of shops and/or high street. The inject life and desire then include life and desire by adding real features instead of rust, concrete and nearly dead plants. If Southend-on-Sea is to thrive then it need to bring life in, not concrete it over and that is short lived.
Good quality buskers at the weekend.
Green space
Greenery
Information booth. On places of interest to visit in Southend. Eg Museums. Parks, the last georgian buildings and the Royal hotel with their histories.
keeping the place clean and free of rubbish
More bike parking. Trees. Cafe seating
More greenery - Trees and planters - but mostly TREES!
More street team stopping the anti social behaviour
More trees
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Na
Native trees, plants, flowers to attract insects.
Nothing. No need to change it. Just add trees
Pedestrianised with permanent pavement decoration like the colourful pedestrian crossings along Southwark Street in London, which were designed by famous graffiti artists. This or maybe wall designs could be showcasing some of the heritage of Southend, like our sub cultures, music etc, even going back to the Anglo Saxons - like they have across the shopping centre in Basildon. Encourage restaurants to spill out with seating and including publicly available seating too, so it's not only the people who have money to spend who're able to linger. And lots of plants!
Shops all occupied!
Space for licensed mixed street artists in addition to restaurant and public seating.
Toilets are needed An electric screen which provides useful information for public
Tree and general Planting, taking account of the South side heat island effect in the summer as the climate heats up and the sun gets more intense... also pedestrianise and discourage/ban car use beyond Sainsbury's.... Pergolas outside the South side so that there can be alfresco dining..... central greenery feature...
Trees
Trees and other greenery such as pleached trees with fairy bulb lighting. i have seen this in european towns and it gives an enchanting inviting atmosphere in the evening where people are drawn to the area. Controlled outside restaurant seating will also enhance the area. By controlled I mean uniform barriers marking the seating areas for the restaurants and uniform overhead shelter like parasols so that the overall appearance is considered is design.
Trees, nature, flowers and wildlife.
Trees. Perhaps a green wall to cover up the ugly shopping centre?

## Appendix 2:8

Question 8: If a regular market were put on London Road, how frequent would you want it?

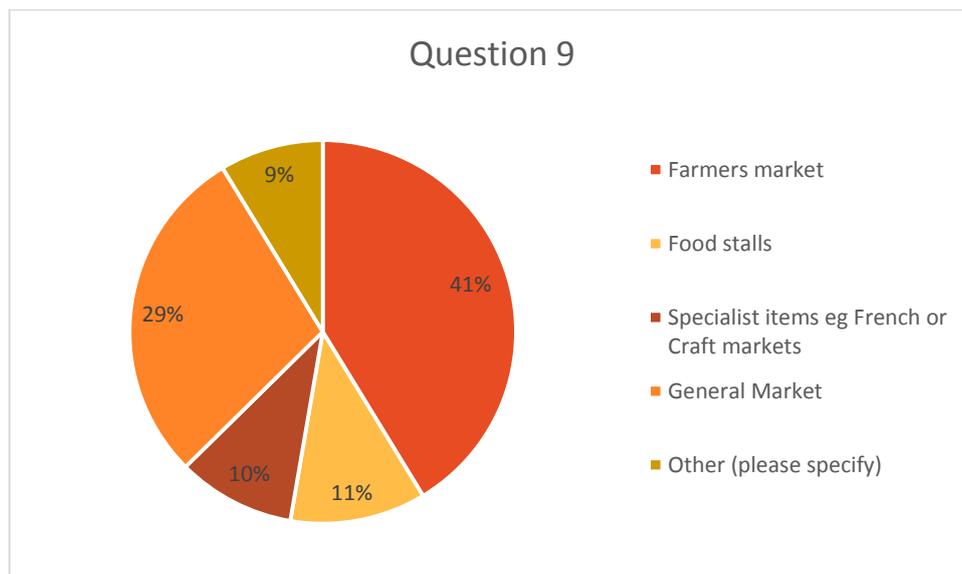
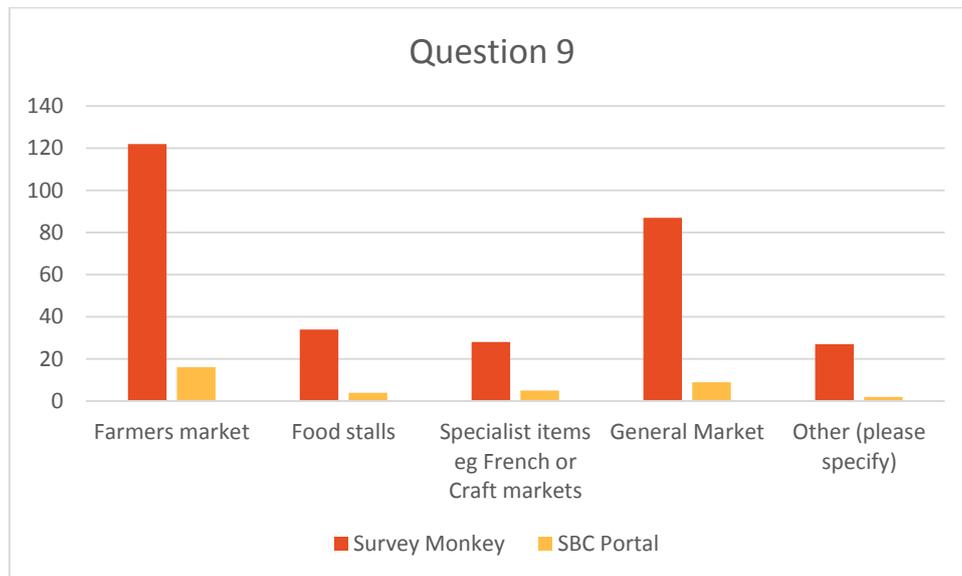
Answer Choices	SM	SBC	Total	Percentage
Weekly	137	15	152	45.65%
Fortnightly	55	6	61	18.32%
Monthly	34	7	41	12.31%
At certain times of the year only eg Christmas	46	6	52	15.62%
Never	25	2	27	8.11%
	<b>297</b>	<b>36</b>	<b>333</b>	



## Appendix 2:9

Question 9: If a market were put on London Road, what type of market would you prefer?

Answer Choices	Survey Monkey	SBC Portal	Total	Percentage
Farmers market	122	16	138	41.32%
Food stalls	34	4	38	11.38%
Specialist items eg French or Craft markets	28	5	33	9.88%
General Market	87	9	96	28.74%
Other (please specify)	27	2	29	8.68%
	<b>298</b>	<b>36</b>	<b>334</b>	



## Survey Monkey Comments:

Survey Monkey Comments
Christmas market
None
All of the above.
Don't mind
Farmers and food
Local market ie produce and local craft stalls
Autojumbles and antiques
No market, they are tatty and smelly and take business away from shops and cafes in the high street. Also you get totally ripped off by the people running the markets.
General/food/vintage clothing, etc
A mixture of all of the above! A bit like the one at roots hall on thursdays
No market
No market
A mix of farmer's, food, ethnic food
Alternate them on a rota
Various - perhaps themed by week/season. Not the usual tat that constitutes the market on the High Street currently.
A mix but not tack
Whilst I think a market would be good how about some permanent shops!
None. The space needs to be for restaurant seating. A market in this area would make london road look tacky and potentially put of food chains.
A mixture of food and general stalls
A variety of 4 changing each week
Fruit and veg Market
Exotic meat (zebra, giraffe, crocodile, ostrich...etc)
Artisan bread, retro clothes, up cycling, Bric a brac
Nothing
Event only I.e Christmas
All of the above
never we've already got one

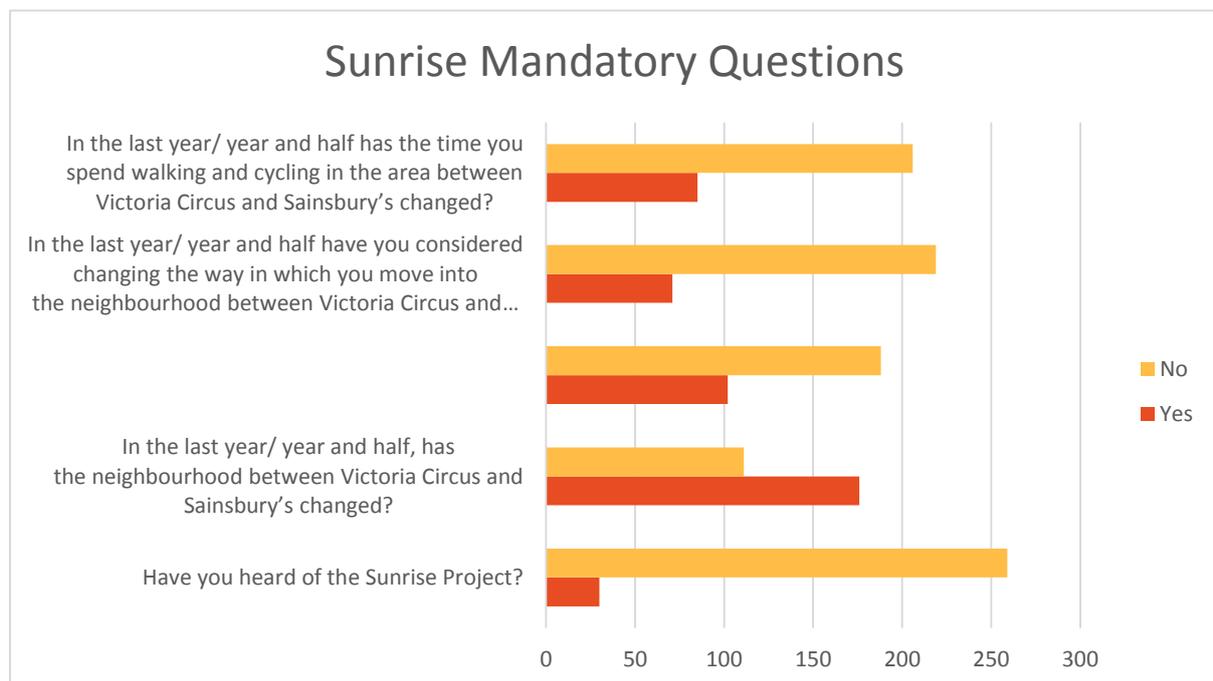
## Appendix 3: Sunrise Mandatory Questions

### Appendix 3:1

#### Survey Monkey Results

How much do you know about the Sunrise project? Please answer the questions below.

Answer Choices	Yes	% yes	No	% no	Total
Have you heard of the Sunrise Project?	30	10.38 %	259	89.62 %	289
In the last year/ year and half, has the neighbourhood between Victoria Circus and Sainsbury's changed?	176	61.32 %	111	38.68 %	287
In the last year/ year and half has your experience of moving around the neighbourhood between Victoria Circus and Sainsbury's changed? E.g. by foot, cycle, car, taxi?	102	35.17 %	188	64.44 %	290
In the last year/ year and half have you considered changing the way in which you move into the neighbourhood between Victoria Circus and Sainsbury's? E.g. on foot, cycle, car, taxi	71	24.48 %	219	75.52 %	290
In the last year/ year and half has the time you spend walking and cycling in the area between Victoria Circus and Sainsbury's changed?	85	29.21 %	206	73.79 %	291



## Appendix 3:2

**Question 1: Have you heard of the SUNRISE Project in Southend-on-Sea High Street?**

Response	Number of Respondents	Percentage of Respondents
I have never heard about it	50	72.46%
I have heard something about it but I have not taken part in any event organized by the project	19	27.54%
I have been involved in some of the events organized by the project		

**Question 2: In the last year/ year and half, has the area between Victoria Circus and Sainsbury's changed?**

Response	Number of Respondents	Percentage of Respondents
It has become a worse place	36	55.38%
It has not changed substantially	24	36.92%
It has become a better place	5	7.69%

**Question 3: In the last year/ year and half has your experience of moving around the area between Victoria Circus and Sainsbury's changed? Eg by foot, cycle, car, taxi?**

Response	Number of Respondents	Percentage of Respondents
It has become worse	24	38.71%
It has not changed substantially	34	54.84%
It has become better	4	6.45%

**Question 4: In the last year/ year and half have you considered changing the way in which you move into the area between Victoria Circus and Sainsburys? Eg on foot, cycle, car, taxi**

Response	Number of Respondents	Percentage of Respondents
I have not considered changing	45	75%
I have considered changing but eventually I have not changed because it was not possible	5	8.33%
I am getting ready to change	3	5%
I have changed and I still keep my new habits	6	10%
I have changed but then I have gone back to my old habits	1	1.67%

**Question 5: In the last year/ year and half has the time you spend walking and cycling in the area between Victoria Circus and Sainsbury's changed?**

<b>Response</b>	<b>Number of Respondents</b>	<b>Percentage of Respondents</b>
I walk and cycle less	16	26.67%
My walking and cycling habits have not changed substantially	38	63.33%
I walk and cycle more	6	10%

## Appendix 4: Other comments collected

### Appendix 4:1 – Comments from SBC Portal

Other comments made.

#### SBC Portal

SBC Portal Comments
°Street lighting should be improved ° warning responsive speed indicator °ECG machine accessible
As aforementioned.... I can assist in any paid consultancy.
Could be improved with more trees, nature, flowers and wildlife.
Getting to the range
I have no idea why you would want to have a market there. There is a weekly market in the pedestrian zone - why not improve that instead?
It is a very barren area - another tree has gone recently. Please try and "green" it more, with planters and more trees.
it needs to have a well thought out design/look instead of the mish mash it is now
Make it greener. Keep it cleaner. Remove unnecessary street furniture and obstacles.
Make it pedestrian only; turn it into a market area. Look at the market in Norwich for inspiration.
More police on the streets. Accessible toilets for people who struggle distances. Green spaces (no one wants to sit there as too many car fumes).
More trees required
Na
Native trees, plants, flowers to attract insects.
Over all security as well as the rest of the town. Seaside towns unfortunately have a lot to contend with and I would love to see the return of confident safe spaces where at all possible.
Remove the taxi rank and do everything to encourage the space to become a "room" where people linger and bring the top of the high street to life.
See previous comments
Street cleaning & ranger patrol.
The area is a mess, its scruffy and grubby and inviting. I do not feel comfortable leaving the cinema alone in the evening and during the day some of the street dwellers are intimidating. The whole area needs to change but so does the high street generally.
The London road part specified above has no redeeming qualities and offers me no incentive to visit there. I live in Southern but shop in either lakeside or blue water as I am not paying the ludicrous parking charges that the borough I live in charges me. The rusty structures put up only deter me more and the safety element after dark makes it a no go zone. I only ever see rangers out during the main shopping times and do not venture out after this as it is full of drunks, the stench of weed and unpleasant people. In my opinion I feel let down by a council who actively listens to corporate need rather than investing in the health of the community or town itself. I do not consider Southend to be a home anymore, just a place where my house is as I can get better services, shopping, safety and healthier alternative a by leaving the neighborhood and going elsewhere to do my shopping, entertainment and specific events and public shows.
Trees please

## Appendix 4:2 – Comments on Social Media Advert #1

Impressions: 38,817

Reach: 17,748

Link clicks (direct to the survey online): 913

Cost per link click: £0.11

CPM: £2.58

Total clicks: 3,776 (includes likes, shares, comments, clicks on video etc)

Shares: 29

Comments: 151 (this is huge engagement)

<https://www.facebook.com/160398630676692/posts/2263285497054651>

Cost: £100

Facebook Advert #1 Comments
The issue with central Southend is too large to be addressed by attention to this one small area. Bit for what it's worth I'd model the space into a performance amphitheatre and offer it for serious gigs and local artist exposure. Make the edges a semi-permanent market and pop up food area.
Bike stores
wouldn't it be a beautiful gesture to build a homeless shelter and soup kitchen for all the less fortunate of human kind to know there is a hand to help them xx
A couple of decent trees. Council destroyed the roundabout that had trees in it and laid all paving then statue. Took out trees in precinct area. The last idea they had to make an area appealing was to put some rusty metalwork outside Sainsburys with terrible ivy growing up. So you want to make it pleasant PLANT TREES. Good for noise dampening , giving out oxygen whilst absorbing carbon dioxide, and far more pleasing to the eye and wellbeing.
Diane 100% agree
Concrete jungle!!
It would be nice to put the plants and bulbs back. Seating around them. And the ice skating rink back for the winter. Properly this time. All the Christmas markets back. Music groups playing sets in the lead up to christmas. Many would do it for free to get known.
Take a look at Tallinn Square in Estonia where I go every year.. Christmas tree in the centre and outside eating places in winter they have woollen seats and covers with heated lamps, and summer just big umbrellas, it is so inviting and run properly could be good for our high street with all the people who pass through that part of town.. Also a few little trees surrounding the area..
No but seriously, a colourful interactive map with directions and markers would be helpful and get people exploring.
Can we have a large sheltered band stand outside odeon where potential performers can entertain shoppers under cover. The rusty tall structure does nothing for our town, it actually make the town look worst.
Steph Tang great idea. Classic architecture though, similar to the one in Priory Park.
The band stand would enable people with potential to show off their talent and also serve as entertainment for shoppers.
Steph Tang kind of like a 'Covent garden' thing....?
Hayley Edwards. Yes, hopefully this will draw in more tourist from Europe via the airport and bring more vibrancy to the area.
that sounds a great idea Steph Tang
Like your thinking
No seats please as I want to discourage loitering from the wrong kind of people. I would like to see trees, plants and foliage used to create a colourful display.

### Facebook Advert #1 Comments

Dawn Henson "the wrong kind of people". Wow. Or, maybe, they're just people.
Lyndsay Giess yes the scum who pick pockets steal and any other crime !
Dawn Henson there's benches all up and down the high street and I've never been mugged in my 19 years of living in this town. People loiter because the area doesn't offer enough things to stop people from said loitering I think.
Maggie Steptoe I don't feel safe in Southend now. It's a real shame.
I think that says more about you. Like Maggie I've lived here for 19 years. Yes I've seen a decline but that's attributable to the closing of shops. I've never felt unsafe.
Dawn Henson I don't feel unsafe in Southend, sure there are unsafe areas and not so nice people but that's the same as most places. It is a shame you feel that way though.
There are already drunks sat opposite smiths on the benches and regularly in tents on the seafront. No they are not welcomed. No we do not want them here. quite agree with what Dawn Henson is saying despite the usual string of virtue signallers queuing up to whinge. Something that isn't an area for the local drunks to kick around in would be more welcome and a better way to improve the town. njust plant trees and planters ffs like we had previously. That is all people want. It isn't rocket science
Bandstand, trees, and plantage, the eatery has gone down very well that faces onto the warrior square greenery, may be more of that, with live music in summer, a busking area...music always makes people happy.
Kim Pilling Stirling that glass house warrior sq green brilliant love it goes couple times a wk cheap and lovely food
Trees, greenery and wild grasses and seating etc. Maybe a fountain.....to perhaps tie in with city beach at the very opposite end of the high street and town
Trees Rossi little bit more seating how about getting the underpass back in use and get rid of them bloody lights put the roundabout back some much quicker life would be so much better
Mandy Chaplin I would love for the Deeping to be reopened!
Julie Crumpton me too. A much safer way to travel too
Lots of trees, a fountain and a permanent well-being advice stall tackling a different health issue each week. A free water point to refill people's bottles to help the environment.
Leave the area as it is. Good for pop up events. Concentrate more on improving the shops in the high street to make southend worth visiting. Our town is becoming outdated
I tried to fill the questionnaire on several occasions. On each occasion it would not allow me to move on from question 6. Very annoying as I do want my opinion to be considered
Hi David, with question 6, you have to rank your preferences (so can only use each number once), including the option that says "None of the above". So all 6 options have to have been ranked. This is not immediately clear, apologies. Kind regards, Southend BC
Southend-on-Sea Borough Council Thanks I even tried that but it still didn't work. You must be losing a lot of feedback because of this problem
Southend-on-Sea Borough Council I've just tried it again and it jammed. It's ridiculous if you really want feedback. How many others will have given up. I suggest you have urgent words with the people who supply that service or ask for your ratepayers money back.
What device are you using to access the survey? There have been several successful completions, so I am wondering if it is an issue with this.
Samsung s7 like many other people will be using
Southend-on-Sea Borough Council yes ive had the same problem...how about get this right before you try changing things.!!!

### Facebook Advert #1 Comments

The circular area outside the odean and Victoria shopping entrance would be good for cafes and coffee shops with lots of outside tables. Alternatively the market stalls cold be moved there. Also make southchurch road side of shopping centre more appealing

Alan Robinson more coffee shops? Might as well call it the southend of Columbia

Jamie Kelly coffee shops are better than empty shops

Alan Robinson this is true yes but they need more than just coffee and phone repair places, they need to mainstream our shopping outlets again. I usually spend no more than an hour in town because there is so little to do.

Oh hell yeah, loads more rusty looking wierd fencing things please!

If they planted a Christmas Tree in the centre of the square they could save money each year. Outdoor stalls and eating areas as they have on continent ( which can be made rainproof and windproof in bad weather ) would liven the whole area up

Trees. The rossi booth back where it belongs. Photo sof the area over history. Walking plans to take in the the historical side of of the town.

Huge coloured map of Central Southend with labels and travel instructions to landmarks. Or maybe big colourful arrows pointing to landmarks with ETA on foot plus distance.

I would like to suggest trees and gardens and all that lovely stuff but sadly it would get abused by alsorts of people,it would probably get used as an outside toilet just as the cliffs does and trust it's adult males peeing in full sight of every one. So my suggestion would be a mini police station complete with officers to deal with the kids/adults riding bikes,aggressive begging and the general anti-social behaviour that is happening in Southend at the moment. Southend used to be great place,now it's somewhere avoid after the shops close,it's just not a safe place to be anymore. We need to get Southend back to what it used to be and clean it up.

Anne Clark couldn't agree more

I agree with some form of bright colourful map on the ground but it would also need to be seen at night. I like the idea of using something similar to the below to light up the high street at night showing taxi ranks / train stations etc:

[https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.google.com%2Fsearch%3Fq%3Di%2520tractive%2520paving%26rlz%3D1CDGOYI\\_enGB839GB839%26hl%3Den-GB%26prmd%3Disvn%26source%3Dlnms%26tbn%3Disch%26sa%3DX%26ved%3D2ahUKEwijiBrmiv7jAhVUtXEKHV0oDU0Q\\_AUoAXoECBAQAQ%26biw%3D414%26bih%3D620%26fbclid%3DIwAR10GFCH9ep7LsQ57wRq1DciyH1m63JWkDxzAe7duO2QQXq4s1ptlm4phow%23imgrc%3DGtaNp4VxmsmJyM&h=AT0Y5Xr\\_xm-CtW6kdcizRACncOhrf0VcvUyAygjmeIWcq8MSziH0heRP8yibVN6CNLiMKC2\\_ATTcuEC34znW7\\_nd6SqSQMmqtfXQ0qHwkX-j3e4KeyybzrHJ2oKj6xMewvMX-7f1HGIR](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.google.com%2Fsearch%3Fq%3Di%2520tractive%2520paving%26rlz%3D1CDGOYI_enGB839GB839%26hl%3Den-GB%26prmd%3Disvn%26source%3Dlnms%26tbn%3Disch%26sa%3DX%26ved%3D2ahUKEwijiBrmiv7jAhVUtXEKHV0oDU0Q_AUoAXoECBAQAQ%26biw%3D414%26bih%3D620%26fbclid%3DIwAR10GFCH9ep7LsQ57wRq1DciyH1m63JWkDxzAe7duO2QQXq4s1ptlm4phow%23imgrc%3DGtaNp4VxmsmJyM&h=AT0Y5Xr_xm-CtW6kdcizRACncOhrf0VcvUyAygjmeIWcq8MSziH0heRP8yibVN6CNLiMKC2_ATTcuEC34znW7_nd6SqSQMmqtfXQ0qHwkX-j3e4KeyybzrHJ2oKj6xMewvMX-7f1HGIR)

Has anyone here read and filled in the survey relating to this. It just reads like an advertising manual for Sainsbury's (yes I have completed teh survey)

Whilst you have those awful rusty towers and that god awful Tetris building leading into this dilapidated highstreet, that incidentally the council has let happen with its high rates(shop keeper told me this ) Along with greedy landlords, you can't polish the turd this high street has become.

The beggars, rising crime directly linked with the decline of visible police.

This is a project that should have been put far down the list. The area isn't broken, it doesn't need fixing at the moment. It is an area that has pop up events, populate this area and it will take away the only area that can sustain pop events.

Maybe the funds should go towards overall improvements to the high street. Encourage and support business in the area to come the highstreet instead of trying to make small improvement to a soon to be ghost town.

### Facebook Advert #1 Comments

We should have smaller shops to enable local businesses to thrive and more individualised shops, not the large chain. Closed shops should be made smaller.
Trees are the number one priority. You look at other high streets and it is trees that give appeal. The area from Sainsburys down to the Royals is so depressing because of the lack of tees5
Something green growing and a nice place to sit would be a nice change .
Suggest sort the homeless, alchies and druggies out first? Much more of a priority surely? Why spend all this money tarting up the town when it's overrun with people forced to live rough? Prioritise?
A sensory corner sensory board where our children with autism can go to relax feel good
SBC literally removed all the planters in the high street with seats around them and the trees at the odeon, and now have sought a grant to potentially reinstate them. Pathetic
Trees, greener, seating..similar to Prittlewell square.
An inside secure place for bikes to be stored. More police.
Return the historic ships mast that used to stand on the Cliffs by Westward Ho you stole and bungled into storage
Could you install some stocks and have a voting system for criminal of the week to decide who goes in them?
Stop wasting our money on trying to make one end of southend high street look a little decent when the whole of it is a complete and utter mess, in other words if you pulled the whole lot down it would probably make £15 of improvements. Oh and put the Vic circus lights back to a roundabout
What is that scrap metal meant to be outside Sainsbury's, nobody would sit there with the traffic going past! Waste of money! Bring back free parking on a Sunday might be a start!
Who in there right mind would want to sit and eat surrounded by the towns low life .Has anybody from the council even been to the High Street lately?
Before designing a seating area surely it would be better to sort out the bottleneck this junction has become. No one wants to sit somewhere full of fumes and no amount of trees will sort this out. As for the pile of scrap metal outside Sainsbury's who on earth thought this was an attraction!
I avoid that end of town because of the aggressive beggars. Putting in new seating or a bandstand will only give them more places to loiter. Until that is dealt with no point in investing money.
Don't use it to build more houses or flats we got enough
More seating and less anti social behaviour please. It's a no go high street
I want southend air show come back again thousand of thousand people want southend air show again.....
I would like the pavements cleaned. Fed up with walking through spat out chewing gum and weeks old vomit. Look at the streets abroad where locals take pride in their towns.
Rhona Rivers you are 100% spot on a prime example being Pueblo old town Benalmadena the people who live there are super proud one starts one end of a narrow street and someone else the other sweeping and mopping and that's why the narrow streets are pristine. So get your finger out Southend
Ironically we could learn a lot from European cities.
Lyndsay Giess why is that ironic?
Liam Ager I'd have thought that's obvious. Because we are turning our backs on them.
A minefield that recognises cyclists!

### Facebook Advert #1 Comments

It's a bit like "oh free money to spunk up the wall". No offence to people asking for a map, but what would you put on it? You could mark out the drug dealing spots, where to beg, where to pass out drunk. Just be an arrow pointing to the sea as sod all else in Southend. It could mark out shops that aren't coffee or phone related ☐ an actual market area if you could make it affordable to independent traders might be good. There are always these great ideas that are poorly executed. Like the smallest skate park ever where a pro rider hit the mayor's car as wasn't enough run off room after a trick 😊

Do you mean where the plants and seating used to be?

Trees, plants and seating let's make it more green and get rid of some of that nasty concrete

Need to deal with the beggars and aggressive piss heads before you waste money !

Elizabeth Baverstock couldn't agree more!

Probably not yellow artificial tree stumps or anything that looks like it's out of Disneyland.

Never mind that bit how about a few seats down the high street after the railway bridge towards the pier?

Free parking and so.eone to monitor the high street. I dont go there now as when I'm with my kids I'm constantly harassed for money!

Maybe next time, do it right first time, complete waste of resources to add to the debt pile of Southend council. Seems to be a large scale paving theme to all developments by SBC. Hard landscaping is not the be all of urban design, try some well designed soft landscaping, you need to find some new blood and stop listening to the paving contractors that are paid per m2.

The council should of left the junction at vic station alone as I think its more dangerous now to cross with all of the buses passing by

Here we go again another so called plea for ideas what a con  
Southend has a homeless problem let's sort that  
Aggressive begging give the money to the police to patrol town centre more to try scare these scammers off,also might make the drug dealing in broad daylight with no shame cut down to.  
Do this and I might start visiting high street again but for now I'd rather travel to Chelmsford and Romford for shopping feel safer

Why not think about a park & ride along the A127. It's pointless investing money to improve the town center to encourage people to enjoy the town, when tourists are being discouraged from coming because of lack of parking and blue badge holders restricted if not issued by Southend council

Make it more of a seaside town, instead of another London bourgh. Candy Floss, Doughnuts, punch & Judy and Bucket & Spades.  
A bandstand for local talant to perform. Make Southend what it was, when i was a kid. If thats possible.

try free parking for 3 months, initial less income could induce many more people and much more income eventually ?

Have better shops that are not closed down coz rent is to high and less coffee shops.

We don't have enough mobile phone accessorie shops,  
You could fit another 10-15 stalls in that area!

No one wants to be in a beggar infested high Street. They are not homeless. I have seen them go into and emerge from quantock towers in groups before heading out. Solve that and make parking free on weekends and the people and the shops will come back.

how about making the old post office a youth centre

I'm going to hop o the general consensus and say plantage too, I hate seeing all of the nasty dull concrete, we've teared up enough greenery here, can we not just put some there and actually leave it and not replace it with cruddy statues

Facebook Advert #1 Comments
How about fill the pot holes in on the roads , oh no wait we already have to pay for that
I agree with trees also the idea of sheltered band stand or an arena with seats for the . elderly. the idea of well being advice stalls also good.
Stop letting crappie repair shop pop up and lower rent business that why Southend high is so disappointing
Trees and green plants place for music and buskers maybe ☐ 🎵 🎸 🎶
You can start by getting Uber back!
Decent street Food stalls
Make it safe , make it homeless ,money bagging and drunk ☐ free Please!
Make it like this again!
Tree trees and more trees!!!!
The band stand
Put it to better use...
Maybe some nice trees and greenery
The WHOLE of Southend is a disaster
Trees, greenery, the opposite of what you usually do
Skatepark lol
Postboxes for the homeless so they have a registered PO Box
Hi Mavis I so agree with you! Lovely to hear from you hope your family are well
Trees trees trees
Trees
A police station
Trees
Not a clock!!
Police
Trees
Trees please
More shops
Ikea
More bike racks
Knock it all down and go back to the 60s style

### Appendix 4:3 – Comments on Social Media Advert #2

*We ran an advert for one week to try and get more responses on a shorter, more user friendly questionnaire. We ran the same video but changed the text to say that we have taken feedback from the other survey and made an shorter survey for people to complete. This advert ran from 31<sup>st</sup> August – 7<sup>th</sup> September.*

Impressions: 38,885  
 Reach: 21,676  
 Link clicks: 999  
 Cost per link click: £0.11  
 Total clicks: 3,942  
 Reactions: 34  
 Shares: 34  
 Comments: 82

Total spend: £110

### Comments from Advert #2

I left Southend over 20 years ago. I would say the town has improved in some areas but the high street could do with a make over and policing around the railway bridge area. Still miss Keddies and Victoria Shoes!

Remove ALL the rusty scrap metal junk outside sainsburys, dreadful looking entrance to Southend. Thank god for the traffic lights as this is the only colour in that area. Dead grass and concrete is not the way to welcome people in

Sad to say I visited Southend to have a look down the high street, we left without buying a single thing, felt uncomfortable with the beggars asking for money, and not Just one or two, the town has deteriorated badly, which is a shame as it use to be so much better, sort the rough sleepers, beggars out, clean up the railway bridge, bring the town up to date. We ended up in Chelmsford so much nicer

If New Look would locate inside the Victoria Plaza (I know that's all private) and the building demolished it would link the High Street better to Victoria station. Outside the Odean area the vast paving could be landscaped with amphitheatre style seating and a performance space with sail cloths as shelter. Maritime theme. London Rd Restaurant area pedestrianised to encourage night time economy with seating outside over summer season. Main bus terminus next to victoria station. Tourist information. A playground for tots. Artwork. We are a university town with little atmosphere of a vibrant student community. Involve them. Drinking water fountain. Better signage. Make the entrance to the High Street between Odean and New Look more attractive. Hang beach umbrellas for some seaside colour. Ok so some ideas might not work but we all have some that are good. I'd like Southend to host a busking competition. Events to attract people to stay for another day.

I'd like you to stop building houses when the roads are knackered, I'd like decent parking and a town that isn't anti car.. I'd also like you lot to not sell a huge piece of valuable land for £1

Think outside the box. Cover the area over. Put roof top bars and restaurants up there. Take a look what Oxford have done! Bring Southend up raise the bar. Look at Chelmsford Bond street follow there lead. Lighting or seating is not what we need we need a bit of class back in Southend it's gone so far down hill!

By far the best idea I've read. You, get a job in civil planning.

I would love to I have so many ideas u know they would put Southend back on the map. BUT who would listen to me!

Juliet Cotts our councillors do read the comments on Facebook. Then they might package some ideas up and present them as their own. I wouldn't worry if they did personally as I would love some positive action to Southend high street. I don't know if many people are aware but there is a lot of residential development going on in the areas above the shops up and down the night street so many more people live in this high street area now compared to just a few years ago

## Comments from Advert #2

I would make all the shops up the high street into housing with nice fronts on them. Then really develop the two ends of the high street with good quality shops. I'd run a free tram from one end to the other. There is so much wasted space in the Victoria shopping centre. It needs life injecting into it. The Royals used to have a good court underneath with water running that all could be used for shops. Have two great shopping centres and get rid of the rest.

What a miserable, negative bunch of people living in Southend! The Council can't win, they are asking you to take part and people just whinge!

How about trying to attract some real street entertainers and buskers to Southend. Maybe a small stage or designated areas that registered good entertainers can use. The high street needs to be an experience you can't get from clicking on an item for next day delivery. A high street with entertainment might attract more people to come visit rather than going online or travelling further afield.

Marcus Sanders pretty sure using Victoria plaza as a live music venue is on this survey

I was thinking other spots in the high street. Buskers and street entertainers in London have prescribed areas and many now accept bank cards for their performances. Southend high street really could embrace a bit of this culture which would mix well with the coffee shops and food outlets.

Marcus Sanders I agree! Then buskers might come from other towns and add to our hospitality tourism.

Marcus Sanders it needs some decent shops and eateries and coffee houses etc. More dross is exactly what we don't need!

Seats and plants put back and a clock that works. Grass and a crew trees would be nice. Instead of concrete.x

So there was green space at the top of town years ago that the council decided to build on (odeon and restaurants). There was big planters with seating all through the town centre that the council decided to flatten. Now they want us to pay for more? And we had York road market that the council also destroyed!! ☐

York Road market is now the equivalent of the O2 for junkies and drunks 😊

Why are you only showing this part of town? Not the rest of the street down too the sea front. This has rows and rows of empty shops where all the rif raf of the town hang out. I am 80yrs old myself and most of my elderly friends never go too southend too shop anymore you feel very vunerable if you are on your own. What is going to happen too all those empty shops. This is the part that needs regenerating. Maureen

How about buying a new council so we the public can have a say before they spend the money instead of after and expect us to come up with answers to put it right.

If we all asked for rusty lumps of metal to be erected all down the high street we wouldn't get, if we all told the council what we didn't want we sure as hell would end up with it, ask them for a stage/band stand let the locals show us their talents we wouldn't get it, hire a coach and send the people in charge of the purse strings at the council to Chelmsford, Gloucester, Birmingham, Evesham, Ipswich, just to learn a thing or 2

## Comments from Advert #2

A young childrens play area with a merry go round in the centre comes to mind with swings and slides etc. Surrounded by a garden with seats for us oldies to sit and watch. Or a band stand with visiting groups and artists. But i expect it would get vandalised and used by rough sleepers. Its supposed to be a holiday resort. But the high street is not an attraction any more.

Unfortunately you have too much High Street and not enough to do with it. Starting afresh, it would be half the size - static shops have mostly had their day, and that's not going to change in Southend with your rates and parking. Every vacant store is a reflection on existing policies, so it's disingenuous to point the solution back to the public.

Your challenge will be using the increasing empty space for something recreational instead of retail, without letting it slip into the next Warrior Square. That is doable but not without proper address of antisocial behaviour and poverty. It doesn't matter how much you spend or what you do with it, add a few rough sleepers or cider warriors to it and it's all for nothing, but you'll have positioned yourselves to say, 'But it's what the public asked for'...

Deal with the begging and rough sleepers . Make a in door market place with a nice cafe in high street like rayleigh oh i forgot we had a nice one in york road market but instead of doing it up you pulled it down . Our seafronts rubbish bring back the lights make it like blackpool again. Basildon is better than southend high street 😊😊😊 lol

Better lighting in the red light district. Hard to see if I'm handing over a tenner or a score.

A pity you didn't ask the people of Southend before you made a complete mess of the Victoria Circus and the seafront. Both projects are complete waste of public money it doesn't work the so-called zebra crossing is down the seafront does not resemble any zebra crossing in the highway code that I know. it's just an absolute joke. And then you can waste thousands on rusty old bits of iron down the end of the London road by Sainsbury's the whole of the council needs looking at.

Tony Butler agree ugly things.

Tony Butler different council then though

Those rust things...who ordered them ...more to the point our money paid for them...hideous,

and who the heck designed the road layout! Blinking nightmare trying to get around the roundabout out of Sainsbury's.

Those hideous rusty things are a waste of time and money. My son walks past them every day and picks the rubbish out of them and puts it in the bin which is next to them !

Tony Butler absolutely well said ... sums it up ! Having lived in Southend for over 20 years now the council starts asking the people.... really!! the other issue has to be the wasted money the council spent on the Kent elms bridge !! Again no local consultation.... makes me angry and sad ! Wasted money and opportunity for a Victorian seaside town that resembles no identity anymore

How about lower the Business rates and fill the many empty shops, give smaller entrepreneurs a chance

## Comments from Advert #2

How about some raised flower beds with seats around them, add some colour and two Rossi kiosks selling ice-cream, a nice green area to sit down and just for me, bringing back the Cork and Cheese?

Colin Chalmers they dont look after planters the one at the civic centre have all died xx

Spend the money on making free parking and bring back traffic part of the high street. The decline of high streets probably can be linked to the pedestrian only movement that meant people could no longer pop to a shop or two. It's at least a £1 if not £3 and half out of finding a space and unpacking the car before you even start. "Build it and they will come" does not seem to work. Get the people back and then worrying about the rest.

Trees, island of wild flowers for birds and butterflis and bees. Open air terraces and seating with canopes. Solar lighting. Clock. More grenery grass verges . Whole place looks too concrete and very unattractive. Alot of visitors start their walk from the station to the seafront. It can,t be enjoyable the way it looks now.

I'd love to see a farmers market and local businesses selling down there. However they need to deal with the people aggressively begging first.

A modern day market normally square but circular market a feature for the top of the town

Trees plants market cafés. It is what they do well on the continent and will make Southend a destination again

How about using the grant to bulldoze those rusty metal posts outside Sainsburys? What an ugly sight! Makes the area look like the local tip...

Maybe a street food market once or twice a week? Got a big enough area for it outside the odeon!

The high street is like a no go area, it is sad that the local council and police are not addressing the real issues. They should hang their heads in shame and listen to local people. Do they walk through the town centre blind folded? So many amazing people and local businesses that are being betrayed because no one in the council will address real issues. Happy to attend a public meeting with Southend Council.

Always do the surveys but its pointless unless you get rid of the scum that hang around drunk , begging aggressively , dealing and taking drugs . Why would anyone want to sit and look at art installations and new trees and shrubs with this around them!

Someone suggested a fountain with seating around it.Which was just what I was thinking.

Look at the crap metal you put outside sainsburys, what a joke. Its rusty as well. Sack the fool who wasted money on that ffs.

The High Street used to be full of flowerbeds. Get something green in there. Some trees maybe to start replacing all the trees you pointlessly murdered. Get rid of the stupid rusty metal poles! They should be trees!!

Separate areas for each type of High St. loiterer, so we can go to the appropriate area to give to the homeless, be intimidated and irritated by substance abusers, annoyed by teenagers, or inhale secondhand weed smoke.

## Comments from Advert #2

I'd like to see more brown rust structures like outside Sainsbury's
Steve Dadds who wouldn't? It paints such a glamerous image of decay.
Sort the pavement out! Loose paving blocks that wobble when walked on. TRIP HAZARD
Worry about getting rid of all the homeless drug addict beggars first! People don't want to come into the high street anymore! No wonder the shops are closing all over the place!
No more rusty lumps of old steel..looks like Saviat Russia..so depressing. Anyway why ask? The council does what it wants despite public opinion.
Action for knife crime and the often unnoticed issues of anti social crime.
A water fountain with a statue in the middle & surrounding seats & flowerbeds maybe?
Have your say that's a joke Probably more rusty erections, we need a 24hr police station in the centre of town, or 24hr trained security but council won't listen
How about putting it all back as it was
Use the money to create a centre for the homeless so many below have commented about seeing so they have somewhere safe to go?
Create indoor markets, pop up shops, more seating, cleaner looking streets. More green space.
Lots of shade trees and seating. Make this space a pleasure to relax in.
A police station?
Some decent seating would be nice.
Weekly market would be good, with local people selling stuff
Kim Kimmee Elks like we already have then ?
Green. Lots of green.
An ice rink?
A rolling art display
We are a university and college, must be overflowing with suitable street entertainments
Please some seating area
Police to move away the beggars on a permanent basis. Police also to be visible so that the mouthy teenage chavs and hoodlums get kept in line. Decent seating and public conveniences, not a plastic pisspot on weekend nights. Flowers and trees to brighten up the place. Rates to be lowered for potential shop owners. That's just for starters.
Fix the pavement in the high street, Its a death trap for disabled and the elderly

