

SAUNDERSFOOT REGENERATION STRATEGY PROPOSALS

PUBLIC CONSULTATION RESPONSES

Plans examining the regeneration potential of the Saundersfoot harbour area were on display at a public exhibition in the Regency Hall, Saundersfoot, from Thursday, 25 June to Thursday, 2 July 2015, during Hall opening hours.

The event generated plenty of views, comments and ideas, with 275 feedback forms completed and returned.

The regeneration strategy for the harbour area has been updated and concept designs progressed by planning and design consultants The Urbanists, through a series of stakeholder meetings held on 16 December 2013, 22 July 2014 and 24 June 2015.

The exhibition showed a concept which retains the Coal Office/Barbecue Building and Sensory Garden. The Harbour Commission's Stage 1 design ideas for development were also on display. The public had the opportunity to discuss the proposals with The Urbanists, Harbour staff, Commissioners, County Council officers and comment on aspects of the proposals via feedback forms.

The exhibition was promoted by flyers, hand-delivered round the village, and by press releases in the Western Telegraph and Tenby Observer; both papers covered the event prominently. Copies of the Saundersfoot Regeneration Strategy Review 2015 were available to view at the exhibition, in Saundersfoot library and information centre, and via a link to the Pembrokeshire County Council website.

Statistics – 275 completed feedback forms (100%).

Responses to questions 1 – 21.

1. Do you support the principle of regenerating the Harbour at Saundersfoot?

Yes - 251 (91.3%)	No - 15 (5.5%)	Undecided - 5 (1.8%)
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Some comments:

“Looks a very well thought through set of proposals. Will provide a great balance between contemporary development whilst retaining charm of Saundersfoot.”

“Very much overdue. Pleased that a holistic approach has been adopted.”

“Fantastic legacy for future generations.”

“The harbour has been unchanged for years and we are all used to that and reluctant to accept re-development, but these proposals should be a big improvement.”

“We should all be proud to be part of it.”

“This is an excellent plan which will improve the area, bring jobs and visitors.”

“A load of rubbish.”

“We need to enhance the area to attract more people and keep its quaintness at the same time.”

“Looks brilliant, hope it goes ahead.”

“I support regenerating the Harbour but not destroying the green areas.”

“I think the idea to have an area covered when raining and can be opened when ‘fine’ is a great asset.”

“But balance regeneration of the harbour without spoiling the “old fashioned” family friendly aspect of Saundersfoot – the safe Blue Flag beach, the fishing boats. It’s never going to be Nice or Cannes!”

“As long as it is tasteful and of benefit to the village all year round.”

“Too cramped. Too much building.”

“The North facing possibly structure should be of a height to allow visual appreciation of the harbour.”

“Provided its charm is not spoiled.”

2. Concept Option 4 has emerged as the option which delivers most benefits to Saundersfoot, eg. retains Coal Office, generates activity areas, creates additional open space and areas of accessible decking. What is your opinion overall on the project?

Strongly Support	Generally Support	Generally Object	Strongly Object	Undecided
172	70	7	6	9
(62.6%)	(25.7%)	(2.6%)	(2.2%)	(3.3%)

Some comments:

“Encouraging visitors to the area outside school summer holidays can only be good for the village – fantastic design and concept.”

“I have seen nothing that will be a loss to Saundersfoot only a gain, whether short or long term.”

“To regenerate Saundersfoot – a beautiful village in need of time and money being spent.”

“Too futuristic for a seaside village.”

“A project of this calibre is not only prestigious, puts Saundersfoot on the map, but injects vitality back into the heart of the community.”

“Saundersfoot has so much potential which is not currently being realised. These proposals present a distinctive proposition for Saundersfoot which is not a copycat image of Tenby. Also great to build on Saundersfoot’s heritage.”

“The plan looks great, enhancing and retaining the Coal Office and providing an area that can be covered in wet weather. Additional retail units would enhance Saundersfoot’s offering. Healthy food options would be good.”

“Would suggest single storey extension to Coal Office to keep scale of that area.”

“Would prefer grass on the ‘plaza’. This is the only grass area and joins the village to the harbour.”

“Coal Office could be youth club. Area could be activity area various sports.”

“From what was shown it will enhance the front in Saundersfoot but retain the village feel, also more activities for children.”

“Looks brilliant. It will refresh the look of the village and bring new faces. Retains Coal Office and will provide stuff for people to do.”

“I was born in Saundersfoot when Bonvilles Court Colliery was still working. History is very important.”

3. **Are you supportive of the proposal to sensitively refurbish and extend the Coal Office/Barbeque Building?**

Yes - 254 (92.4%)	No - 14 (5.1%)
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Some comments:

“I’m involved with the heritage of Saundersfoot therefore support the idea.”

“The design to be in keeping with the local architecture.”

“Yes, fully support – brilliant ideas bringing Saundersfoot into the 21st Century but maintaining heritage of the past.”

“I think the wording above ie. “sensitive” is not what I see on these drawings.”

“It is in an iconic position and important for the history of Saundersfoot harbour.”

“It regenerates what is the heart of the community.”

“But not to over-develop the area.”

“A great way to sustain interest in the heritage of Saundersfoot Bay.”

“Why not demolish and build new to match new harbour building?”

“Massive yes.”

“We would like this to return as Tourist Information Centre – as a tourist, its central position is favourable to Regency Hall.”

4. **Is it important to create a central focus to the Village - for the community, the Harbour and its visitors?**

Yes - 245 (89.1%)	No - 20 (7.4%)
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Some comments:

“This has been lost for many years. Well done.”

“The more attractions provided will increase footflow into the village and ensure a longer stay.”

“The existing harbour is a focus but these proposals will enhance that significantly.”

“The village and harbour are the ‘central focus’, ‘modernisation’ is not in keeping with Saundersfoot’s history.”

“Unfortunately the focus of the village is the car park which is a real eyesore and should be elsewhere.”

“Especially an area for wet days. Possibly an indoor play area, which will also generate income to support it.”

“The beach and harbour are our biggest asset, but there’s an awful lot of rain in Wales! Central focus for 12/12 use is vital for Saundersfoot’s survival.”

“Any settlement would benefit from a strong central focal point which makes a statement. The needs of all three groups referred to may not be aligned, however.”

“As long as it is all kept clean and tidy and projects a safe environment and retains its village appeal.”

“I like the idea of all weather facilities and facilities for concerts/drama etc.”

“Always begin at the beginning.”

“As long as the structures (buildings) are not too tall to block the views, and it will help to let Saundersfoot keep its status to always be ‘the village of Saundersfoot’.”

5. **Concept Option 4 reflects principles of sustainability; is this an important factor for you?**

Yes - 240 (87.3%)	No - 10 (3.7%)
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6. **Are there important characteristics of Saundersfoot you would like to see reflected in the design?**

Yes - 217 (80%)	No - 19 (6.9%)
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Some comments:

“Beach and community.”

“Individuality, tradition, many visitors come (or settle here) because they have visited for many years and have fond memories. These need to be incorporated into the development. Any design needs to be sympathetic, not too generic.”

“Love the heritage concept and coal ship/theatre.”

“Freedom for the public to access all parts of the harbour and beaches. Do not over develop the harbour and surrounding area with houses or similar accommodation as these would ruin the open visual aspects.”

“Existing architecture such as Coal Office, Captain’s Table, Cambrian Flats. Pastel colours – pale yellow, pink, cream.”

“A little less of the overgrown sprawling poorly designed centre and more imaginative traditional design.”

“Remove top level of the accommodation block/would help not to block off a lot of viewing of harbour from Cambrian Street.”

“Good open space.”

“Maritime theme.”

“Aquarium.”

“It seems to be covered in the plans, ie. Sea, crabbing, views, community, openness, covering etc.”

“Linking harbour to tunnels and history of coal etc.”

“The village centre is a designated conservation area which should be respected. Modern facilities do not need to be all glass and steel.”

“The fact that we have a harbour in the village.”

“An innovative and ambitious community, respectful of the past but not backward looking.”

“To create as much green space as possible with as little concrete and Perspex as possible.”

“Village characteristics must not be lost.”

“Feature coal heritage and 3-masted ‘Catalina-May’.”

“The history of the industry is interesting and the natural beauty = beach and cliffs speak for themselves, and should not be tampered with.”

“Quality, style, family friendly, maritime and coal heritage.”

“Maintain as a quality seaside village.”

The display includes the Harbour Commissions early design ideas for development and your feedback will be used in the next stage of the design process.

7. Would you like to see a visitor centre within the Coal Office renovation?

Yes - 255 (92.7%)	No - 8 (2.9%)
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Some comments:

“Important to make visitors feel welcome and explore the village, thereby increasing length of stay and visitor spend in the village.”

“Move to the concept of Visitor Centre not T.I.C. Interpretive tourism is very much the vogue.”

“At present there is little information about the history of the village.”

“Saundersfoot lacks a cohesive visitor information office to explain the history of the area.”

“The present location is not obvious. I would also like to see more public toilets here for the beach and the re-introduction of beach wheelchairs and a defibrillator. Also needs permanent longer summer opening hours.”

“The obvious location as it is central and a landmark.”

8. Do you agree it would be beneficial to Saundersfoot if there was a recognised ‘Welcome Centre’ supporting the Wales Coast Path for walkers and cyclists?

Yes - 241 (87.6%)	No - 15 (5.5%)
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Some comments:

“I have been asked many times how to access the coastal path (in both directions).”

“Being a walker, cyclist and outdoor enthusiast this would be a welcome feature as there is very little at present for this growing interest.”

“It would make the coast path more obvious.”

“This could be an important way of attracting sustainable tourism for walkers and cyclists and increasing visitor spend.”

“An ideal centre of tourism.”

“There is nothing offered anywhere else along the coast path.”

“Many visitors get lost once in the village.”

“It is vital that visitors have easy access to information whatever their interests are. SBHRT together with SCT are exploring exciting ways forward on this theme.”

9. **Would you like to see display boards in place within the new development depicting the history of the Village and neighbouring area?**

Yes - 249 (90.5%)	No - 11 (4%)
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Some comments:

“The village’s heritage is part of its personality and differentiates it from other places.”

“It would give people a brief history of the past.”

“On L.E.D. flat screens.”

“Saundersfoot has such a history which needs to be shared with locals and tourists alike.”

“It’s always good to see where we’ve come from.”

“But they need to be interestingly designed with modern technology.”

10. **Canopy Over ‘Village Square’**

Do you agree that the open space front left of the Coal Office would be better used if it could be accessed all year round with an all-weather surface and a rain canopy for protection? (NB. Commemorative trees in the area would be protected).

Yes - 215 (78.2%)	No - 37 (13.6%)
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Some comments:

“Would be nice to have outdoor concerts, classical and pop/jazz.”

“Fantastic idea, this has been a missing facility for far too long.”

“Weather is always an issue for holidaymakers – this will be most welcome by tourists and for local people to meet together in an informal setting.”

“A covered area is exactly what we need for both rain and sun shelter.”

“It’s the only way this space can be used all year round.”

“Sometimes the grassed picnic area is an eyesore with litter and seagulls.”

“Would love outdoor events in Saundersfoot looking over the Beach.”

“It would create a ‘European holiday’ vibe!!.”

“The present grassed area is redundant in wet weather so all-weather usage would be beneficial.”

“We need shade areas in the summer. At present there are none. Will provide picnic areas when wet and a safe area for entertainers to operate.”

“What is wrong with green space? Families have access now and enjoy picnics – freely brought from their homes.”

“I like it open.”

“Not sure – all-weather access a good idea but green areas are always popular.”

“It looks like an ultra-modern town centre – not a seaside village – not in keeping.”

“The green area should be left. On a flood plain whole area. Serious doubts regarding proposed shops.”

“Let’s retain a little bit of green open space in the village.”

“Seating, tables and refreshments in this area also.”

“But some of it should be retractable with grass below.”

“We need more covered areas for children and activity areas.”

“Saundersfoot has a lot of ‘events’ such as markets etc. which would benefit from a covered area.”

11. Do you agree a large, covered 'plaza' with seating area would be beneficial to the Village, providing shelter in poor weather that is currently limited in Saundersfoot?

Yes - 218 (79.3%)	No - 40 (14.7%)
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Some comments:

"With our weather, it will be a great benefit."

"Our seating is only fair-weather at present."

"It rains a lot and there is no-where in the village to keep visitors occupied and dry – this is a great venture for 12/12 usage – at present it's 4/12 if that."

"Yes, would be very cosmopolitan!"

"As long as it's in keeping with existing building. Provision for children should be considered."

"People enjoy eating outside and protection would make this more viable."

"Yes, but some retractable."

"Promote visitors to Saundersfoot all year."

"We have a fine building – the new Regency Hall. This building has plenty of 'shelter'."

"Totally unrealistic to assume people will stay there for any length of time in pouring rain or other poor weather conditions."

"The existing character of the village would be lost."

"Because it would encroach on the Green Space. There are plenty of shops, cafes, library and Regency Hall. Also, wet weather is part of a holiday!! Life would become too tame!!"

12. Do you agree that further out of season events such as those run by the Chamber of Tourism would be beneficial to the Village? These could be held within the covered area/'plaza'.

Yes - 230 (83.6%)	No - 29 (10.7%)
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Some comments:

"As a member of the Chamber – I think this is a great idea."

“Very helpful. Not to worry about the weather when planning functions would be good.”

“Music! Opera! Novelty Acts!!”

“It is vitally important to local businesses to extend the season and any event currently held in Saundersfoot is very well attended, so a facility allowing more events is a good idea.”

“The Chamber of Tourism does a fantastic job creating and shaping events in the village. Any way of supporting them would be great.”

“Absolute necessity to encourage and maintain village life.”

“We’ve got the Regency Hall.”

“It would add to more cars and pollution. Saundersfoot would lose its appeal as a quiet village and harbour.”

“It would be great to have more events for the village but not if it means losing all the green space.”

13. **Marine Centre of Excellence**

Do you agree that the establishment of a RYA academy promoting Saundersfoot as a centre of excellence for marine courses in Wales be beneficial? Such a Centre would create new apprenticeship opportunities for young people.

Yes - 246 (89.5%)	No - 16 (5.9%)
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Some comments:

“All young people, and anyone else wishing it, should have opportunity to learn to sail and experience the area.”

“Great all-year-round building bringing new life to that corner of the harbour.”

“What a wonderful advert for Saundersfoot.”

“The harbour is a working area with a long history of boat building. So bringing this back would be fantastic.”

“Excellent! And must be a well-designed landmark building.”

“Promoting the RYA is important for the benefit it can provide individuals.”

“This must include the Sailing Club, if sailing courses are to be provided.”

“Anything that enhances Saundersfoot and brings about regeneration is a great thing. Sustainability and employment, what more could we ask?”

“This will be advantageous as it has recently been an eyesore and a great opportunity for the youngsters in the area.”

“Saundersfoot Sailing Club provides RYA training for enthusiastic pleasure seeking people. Marine Courses are better held in larger educational venues.”

“I think this is excessive development of the area.”

“Would not be viable.”

14. **Mixed Use Pod Accommodation**

Do you support the creation of pod style overnight accommodation provision for sailors, RYA students, walkers and cyclists, which is not in direct competition to established accommodation businesses, is of benefit to Saundersfoot?

Yes - 168 (61.1%)	No - 62 (22.8%)
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Some comments:

“Consider the bottom of the cliff face as an alternative location: would not obstruct views and quieter for residents/guests.”

“A trial should be carried out to establish need.”

“Sounds reasonable if local businesses are happy.”

“Fantastic as Saundersfoot is used constantly by walkers etc. to access coastal path.”

“Anything that brings more people into Saundersfoot is beneficial. The traditional holiday (beach) is much shorter than years ago and people prefer activity holidays and short breaks.”

“Pod hotels are cool!”

“I imagine there is adequate overnight accommodation already and I think this idea would affect local B&B's.”

“Encourages diversification.”

“Unusual accommodation, such as pods, if at a reasonable cost, would encourage people to stay.”

“It needs to be carefully thought out and managed properly.”

“Yes – this would make Saundersfoot accessible for groups to stay somewhere to meet and stay together which is not always available in B&B’s and hotels.”

“Cannot see how this won’t affect established accommodation businesses.”

“Showers, laundry, toilets, available for visiting sailors, cyclists, walkers – at a small fee.”

“Tourism can only be enhanced by the provision of all types/ranges of accommodation/facilities.”

15. **Retail Outlets**

Would a marine chandlers sited at the new development be beneficial to the village and Harbour?

Yes - 225 (81.8%)	No - 28 (10.3%)
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Some comments:

“This is a must for any harbour.”

“As active dinghy sailors and members of the Sailing Club, this would be excellent.”

“Increased boat usage requires it. Maybe covering caravan essentials too?”

“A marine chandlers would be perfectly suited here.”

“We have to go to Neyland or order on-line at present.”

“Provided there is sufficient demand. Could perhaps be combined with some other business.”

“Fab addition.”

“The harbour should be a ‘one-stop’ facility with everything mariners need.”

“Very much in favour of creating nautical, maritime feel to the village.”

“Chandlers Shops are closing down all around.”

16. **Would establishing a commercial area for local entrepreneurs to establish seasonal 'start up' businesses be beneficial?**

Yes - 185 (67.3%)	No - 53 (19.5%)
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Some comments:

"More businesses will bring more people to the village that would help other businesses."

"What for? There are 8 shops in Saundersfoot now not in use".

"I am a huge supporter of this idea, the biggest barrier to small businesses is start-up costs that in a tourism driven area mean that many business ideas are abandoned."

"It would encourage new businesses and give people new ideas."

"Long leases can be prohibitive for small businesses so that would be ideal."

"Excellent idea – absolutely applaud this initiative."

"Small offices possibly with secretarial services required."

"Maybe it could be like the markets seen on the Continent."

"Helping locals with their ambitions is important, giving back to the community."

"Would want further information about what seasonal 'start-up' businesses would be established, and how it affects current retailers."

"Fill shops that are empty first."

17. **Do you agree that the creation of an additional 50 plus new jobs will be beneficial to the economy of the Village?**

Yes - 241 (87.6%)	No - 14 (5.1%)
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Some comments:

"Permanent year-round jobs – not seasonal!"

" Keeping jobs local keeps the village alive."

"Creation of jobs must be one of the over-riding objectives of the project."

"Yes – would be really fantastic to create new jobs for the local people in this way."

"I have grandchildren who have only casual work occasionally."

"Will not go to locals."

18. **Do you agree that an investment of £4 million into the economy of Saundersfoot from this project is a worthwhile aspiration?**

Yes - 232 (84.4%)	No - 20 (7.4%)
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Some comments:

“Development already enhances the harbour area and can only get better.”

“We must move with changes and improvements in the village, the project has so much to offer.”

“Do not spoil a special village seaside atmosphere which has taken generations to create.”

“Yes, the village cannot afford to rest on its laurels and assume visitors will keep coming, investment is the key.”

“May never have the chance again.”

“This proposal/concept would be a fantastic opportunity for Saundersfoot and I fully support it!”

“Totally support this. Saundersfoot could be amazing and investment would support existing businesses as well.”

“Provided it does not overpower what we are already fortunate to have.”

“Great care must be taken not to spoil Saundersfoot as a family resort.”

19. **Did you find the exhibition useful?**

Yes - 267 (97.1%)	No - 2 (0.7%)
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Some comments:

“All very clear and questions answered.”

“It clarified things in a climate of suspicion and uncertainty.”

“At least the village knows what the Harbour Commissioners plans are and not being fed with rumours as in the past.”

“Very professional plans and displays.”

“There has been much unfounded speculation which the display has helped dispel.”

“Great to see what is being developed.”

“VERY useful! The advisors were particularly helpful and friendly taking time to answer all questions thoroughly.”

“Excellent exhibition. The explanations given inspiring.”

“Very helpful and stop a lot of rumours of knocking things down.”

“Very, very informative.”

“I am aware of various protest campaigns on social media and the main complaint seemed to be one of secrecy about the plans so hopefully this will have helped.”

“For the locals to see the plans of the project must have helped them to know if it goes through the ‘Coal Office’ will stay. And the extra open space (decking) is very good for functions.”

“Explained beautifully and simply.”

“SHC have been fair in giving everyone a say, I hope they continue in this way when making a decision.”

20. Were the team hosting the exhibition informative and helpful?

Yes - 267 (97.1%)	No - 2 (0.7%)
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21. What is your opinion of the Saundersfoot Harbour Commissioner’s Phase 1 programme?

Some comments:

“I’m in great favour. Great use of facilities.”

“Something for everyone.”

“Excellent work. Much improved facilities.”

“Looks good and should bring more marine activity to the village.”

“Exciting! Much needed if Saundersfoot is to move forward.”

“In favour. I particularly like the pontoon and the boardwalk over the sluice.”

“A brilliant development. Well thought out, great vision to develop Saundersfoot and attract more business into the village.”

“The plans and aims are good – time will tell if the slipway/launch facility and deep water pontoons attract new visitors.”

“We think it will be really good because it will help get boats in and out of the water easier and it will give an extra 3 hours launch time. It will also be safer.”

“Looks excellent, bringing a much needed modern touch to the village.”

“I like the decking and think this would be a much better area for a covered “plaza”. What a view when the tide is in. The racking ruins the harbour and is a complete eyesore. Some hanging baskets or something would help.”

“Brilliant, ambitious and appropriate.”

“Excellent – landing pontoon great for access.”

“Brilliant to see the regeneration of the village.”

“Very happy with all that’s progressing.”

“Fantastic with fast turnaround.”

“Very good. Saundersfoot already has a better feel and look, with developments at Coppet Hall, Regency Hall, Cambrian Buildings.”

“First class start. Looking forward to next phase.”

“Excellent – added a great deal of interest and excitement to the village.”

“Sorry, we do not like the boat rack – it looks like scaffolding against a beautiful cliff – rather an eyesore. Needs to blend into the background.”

If you have any further comments or observations to make please do so:

“I hope this receives the full support of the Council as the new plans are exciting and imaginative and puts Saundersfoot back on the map.”

“This will improve Saundersfoot.”

“The proposed drawings re back of Coal Office too high.”

“If the end product matches the concept it will be brilliant.”

“Move quickly before you lose it.”

“1. Toilets and shower facilities must be provided in the new complex if Saundersfoot is to be a holiday destination of quality – access and cleanliness of prime importance.

2. Charity stalls during the week need to be considered.”

“More car parking space required.”

“Continue the excellent work.”

“The village centre, (and the main beach), have poor toilet facilities. This development could include additional WC’s and showers.”

“Shelter on harbour for oaps/disabled to enjoy the view without the wind.”

“A green gym around the harbour would benefit the fitness users of the area.”

“This will be great boost for tourism and the village.”

“If the BBQ gardens are built on, it will be an over-development of the village, it will restrict the view of the sea which is unique.”

“Can only hope the enhancement will take place – best wishes to all concerned.”

Thank you very much for attending the exhibition and for providing your feedback in respect of the proposed project. Please would you mind telling us whether you are a:-

Saundersfoot Resident - 192 (70.6%)	Local Business - 26
Visitor - 55 (20%)	Shopper - 26
Student - 4 (1.5%)	Water User Yes - 55 No - 23
	Sail - 21 / Power - 19 / Paddle - 19
Other (please state):	Others stated: Swimmer - 6 / Walker - 5
• Locals (not living in Saundersfoot) - 11 (4%)	
• Locals working in Saundersfoot - 6 (2.2%)	
• Semi-resident (owns property/caravan) - 6 (2.2%)	

What age grouping are you in please?

19 or under - 2 (0.7%)	20–39 - 28 (10.3%)	40–45 - 57 (21%)	60+ - 175 (63.6%)
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Do you think an exhibition such as this is a good way of consulting with you about future development options for Saundersfoot?

Yes - 253 (92%)	No - 6 (2.2%)
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Of those who completed a feedback form, 146 (53.1%) left their contact details and asked to be kept informed of progress on the project.