



Fairhaven Kiosk Consultation

Analysis of responses to
public consultation

March 2022




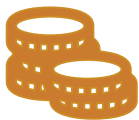
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Summary.


270 Responses to the feedback form were received

 **Almost 6 in 10 respondents (57%) do not support the proposal for a replacement kiosk.** Support is lowest amongst residents in the FY8 1 postcode (32% support the proposal); residents who live outside FY8 1 are more likely to support the proposal although opinions are divided (51% support overall; 49% do not) .

 **The key themes amongst all comments are that people feel the replacement kiosk is too expensive or that money could be better spent elsewhere, and/or that the existing amenities are sufficient and would be negatively impacted by the replacement kiosk.**

 **The majority of those that support the proposal overall feel the current design is appropriate, agree with the proposed location and feel they are likely to use the new venue.**

 **The majority of those that do not support the proposal overall do not feel the current design is appropriate, do not agree with the proposed location and say they are unlikely to use the new venue.**

 **7 in 10 respondents gave further feedback. The top three most common themes amongst this feedback are:**

- This is a waste of money/too expensive/money should be spent elsewhere in the area
- Love the design/good design
- The existing amenities are sufficient/this will negatively impact existing businesses

Background.

Fylde Council are proposing to replace the existing ice cream kiosk at the entrance to Stanner Bank Car Park and replace it with a new, architect designed building with seating. The proposal went to full Council on 5 July 2021, and it was resolved to approve the fully funded scheme to the Council's Capital Programme to the sum of £360,000, met in full from the Funding Volatility Reserve.

As detailed on the public feedback form: "The building is seen as the final piece of the coastal regeneration works in the area, providing a landmark for the public to pause for refreshment and enjoy the surrounding views of the estuary. The design is purposefully sculptural in form, taking precedent from the local birds in flight. Materials have been chosen for their robust nature and reference to the coastal location. The proposal is sited away from the road at the point where the pathways meet, at a natural stopping point for those walking the coastal path. The surrounding landscape will be carefully considered, with minimal impact to the open grass verge."

An exhibition of the proposed Fairhaven Kiosk was held between 24-26 February 2022 in the Mawson Room at Fairhaven Lake to give the public the opportunity to view the design for the building.

Fylde Council invited anyone who wished to comment or feedback on the proposals to attend the exhibition and see the design in person.

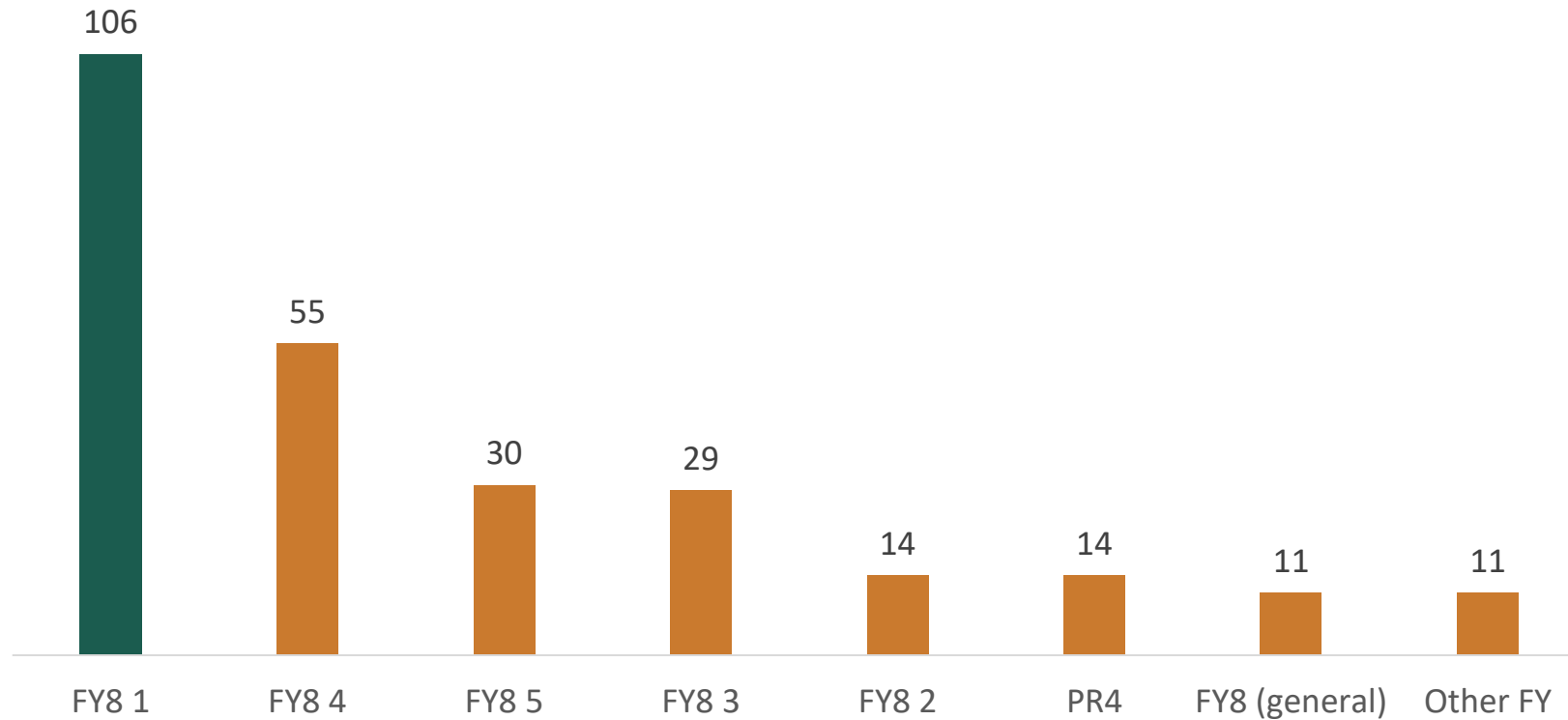
A Public Feedback form was prepared in conjunction with the exhibition. The form asked the following questions:

1. Please let us know the first 4 digits of your postcode
2. Do you support the proposal to create a replacement kiosk in the area serving hot and cold snacks? (Yes/No)
3. Do you feel the current design is appropriate (Yes/No)
4. If you answered no to question 3, please explain your answer (Open text)
5. Do you agree with the location (Yes/No)
6. If you answered no to question 5, which alternative location(s) would you propose? (Open text)
7. It is anticipated that the kiosk will sell hot and cold beverages. Are you likely to use the new venue? (Yes/No)
8. Do you have any further feedback? (Open text)

Fylde Council designed and ran the consultation and PS Research, an independent research agency, was commissioned to analyse the responses and produce this summary report.

270 feedback forms were received.

The majority of feedback is from residents living in the FY8 1 postcode area.



39% of all respondents to the consultation live in the FY8 1 postcode area.

One in five live in the FY8 4 postcode area.

Other areas represented in the consultation include FY8 5 and FY8 3 (both 11% of all responses).

Q1: Please let us know the first 4 digits of your postcode: n=270

Proposed location of new kiosk.

FY8 1 postcode area:



● Proposed location of new kiosk

Ariel photo of site:

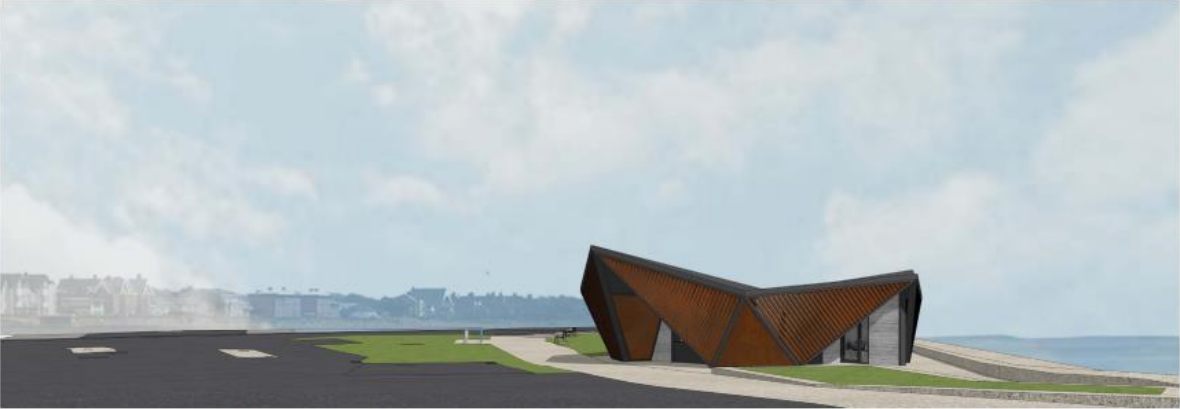
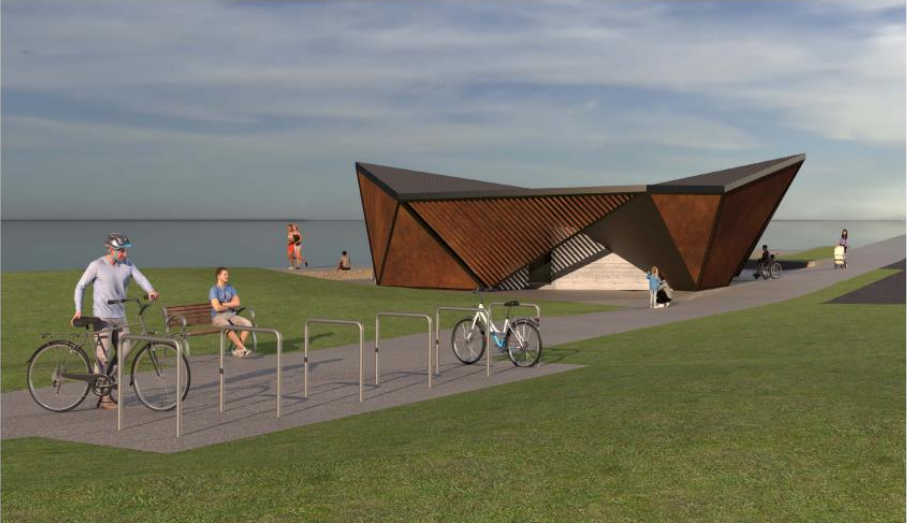


EXISTING SITE: AERIAL PHOTOGRAPH
(not to scale)
■ Existing Ice Cream Kiosk Site ■ Proposal Site

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Proposed design of the new kiosk.



View looking towards the building on the approach from the promenade around the lake.



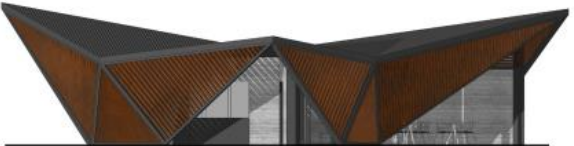
NORTH ELEVATION



EAST ELEVATION



SOUTH ELEVATION

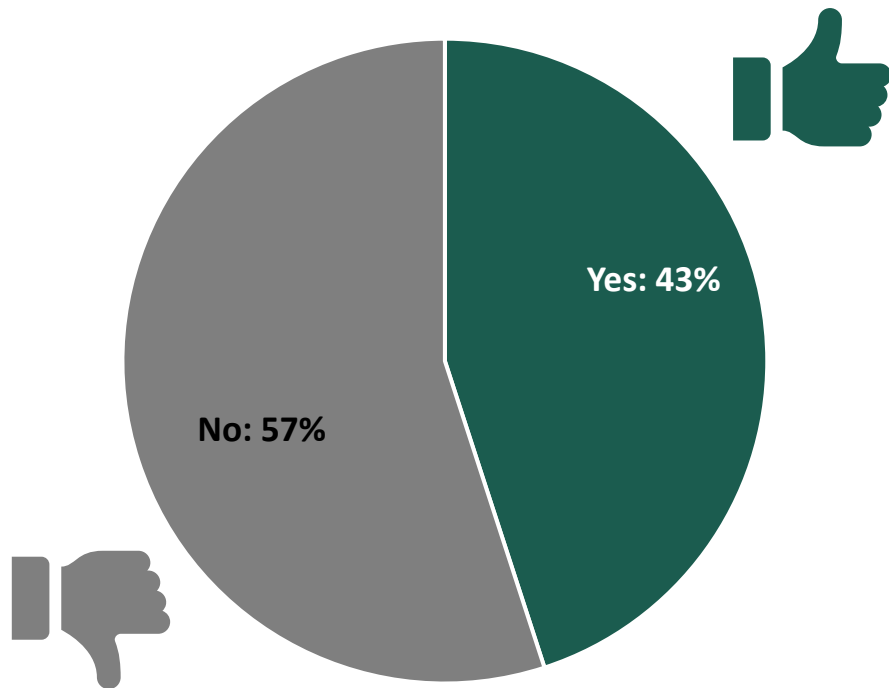


WEST ELEVATION

Levels of overall support.

57% of those providing feedback do not support the proposal for a replacement kiosk.

“Do you support the proposal to create a replacement kiosk in the area serving hot and cold snacks?”



Two thirds (68%) of respondents living in the FY8 1 postcode area do not support the proposal.

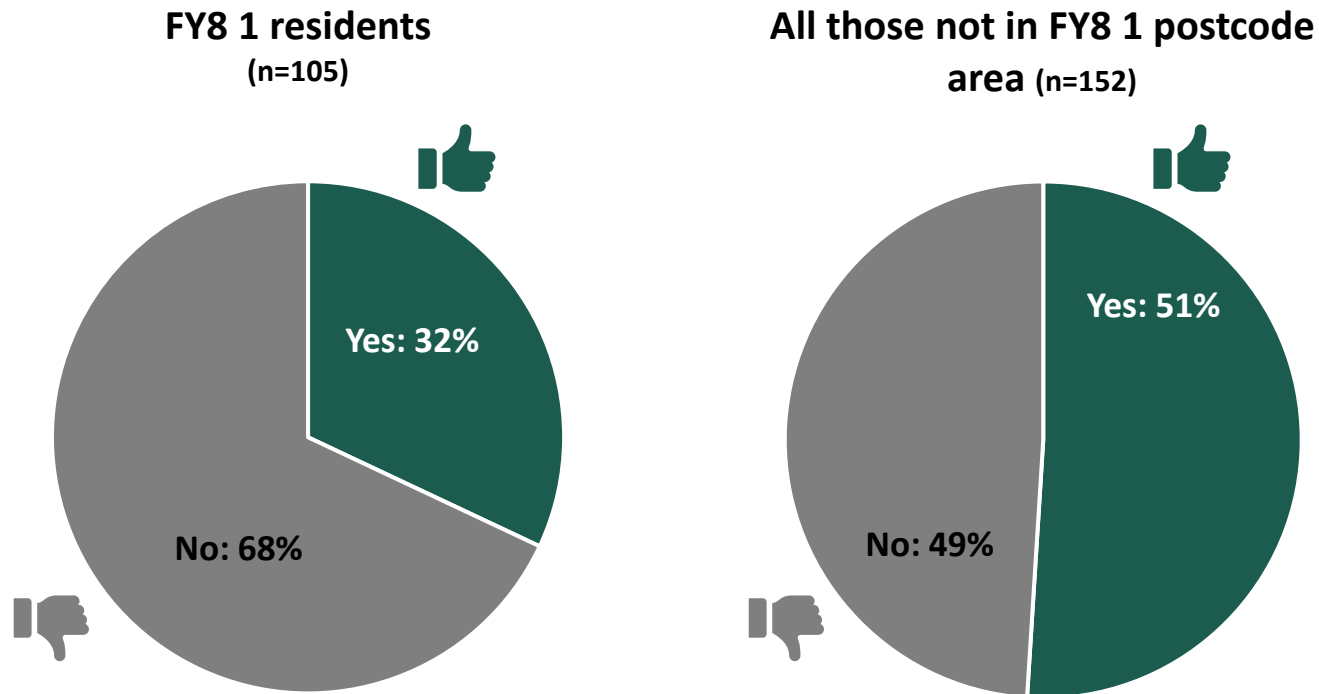
- This is the postcode area with the highest number of responses too
- Three in five respondents in FY8 3 and FY8 4 do not support the proposal

See next page for more results by postcode area

Q2. Base: all answering question, n=267

Overall support is lowest amongst FY8 1 residents; outside of FY8 1, opinions are almost equally divided.

Residents living outside of FY8 1 are more likely to support the proposal, although opinions are divided. Results by postcode area indicate that those in FY8 2, other FY areas and PR4 are most likely to support the proposal.



Q2. Base: all answering question

Breakdown by postcode area

	Support proposal	Oppose proposal
FY8 2 (n=13*)	69%	31%
FY8 3 (n=28*)	39%	61%
FY8 4 (n=55)	40%	60%
FY8 5 (n=30)	47%	53%
Other FY (n=11*)	73%	27%
PR 4 (n=14*)	79%	21%

**Sample sizes are low; differences should be treated with caution.*

A third of comments suggest that the money would be better spent elsewhere and/or that existing amenities are sufficient.

Answers provided in free text boxes do not always relate to the question asked. There are some key common themes across all comments given in free text answers (regardless of question):



Base: all responses (n=270). Note: If one form contained comments on the same theme in more than one free text box, these have only been counted once.

Key themes: 'Too expensive' & 'existing amenities are sufficient' (example comments).



“ Unnecessary public expenditure, money should be spent on more pressing needs such as repair of the Ansdell Institute which is a community need. ”

“ The building is not in keeping with the surrounding area. It's a waste of taxpayers money as the café by the lake is more than adequate and has cost a lot of money already. ”

“ Another café will surely effect the sales at the existing café which has just been refurbished. There are a lot of local buildings which would more benefit from being refurbished - Lytham library for example. ”

“ There is no need for another café and building at the Lake. Both from an environmental aspect and using public money for something that is unnecessary. The money should be spent on something more worthwhile. There are plenty of venues in Fairhaven and Ansdell already. ”

“ Will spoil the bay and will be the first of many such establishments. Money could be spent on other amenities, i.e. Hewitt lecture room, redevelopment of Lytham police station etc. Will the council have the money available in present economic climate? We can't afford this! ”

“ Why do we need another ice cream parlour when there are two around the lake. This appears to be a way of providing the present family owners of the kiosk with another building at a big cost to the public and little cost to the present owners. ”

“ Ridiculous amount of money. Can't believe the costings. Spend Fylde money on public amenities not private businesses. ”

Key themes: 'Like the design' & 'Don't build on green space' (example comments).



“ Very innovative and artistic design which seems to have been well considered. Will be an added enhancement to the new very pleasant sea frontage. ”

“ Having seen the modern design, I am personally excited to see it come to life and can't wait to eat and drink there with my family. ”

“ Fantastic!! Most sensitive to the surroundings. I will be a frequent visitor! A brave, courageous design - well thought out. Congratulations to all concerned. Good luck! P.S. would like some reassurance re parking, esp. disabled parking? ”

“ A good improvement on the old café. A modern but not TOO modern design I will no doubt be paying a visit. Good luck ”

“ Commercial property should not be built on open green space especially when it has not been declared redundant. This is not a good use of our money which would appear to the benefit of one family. It does not compliment or improve the Granny's Bay area. ”

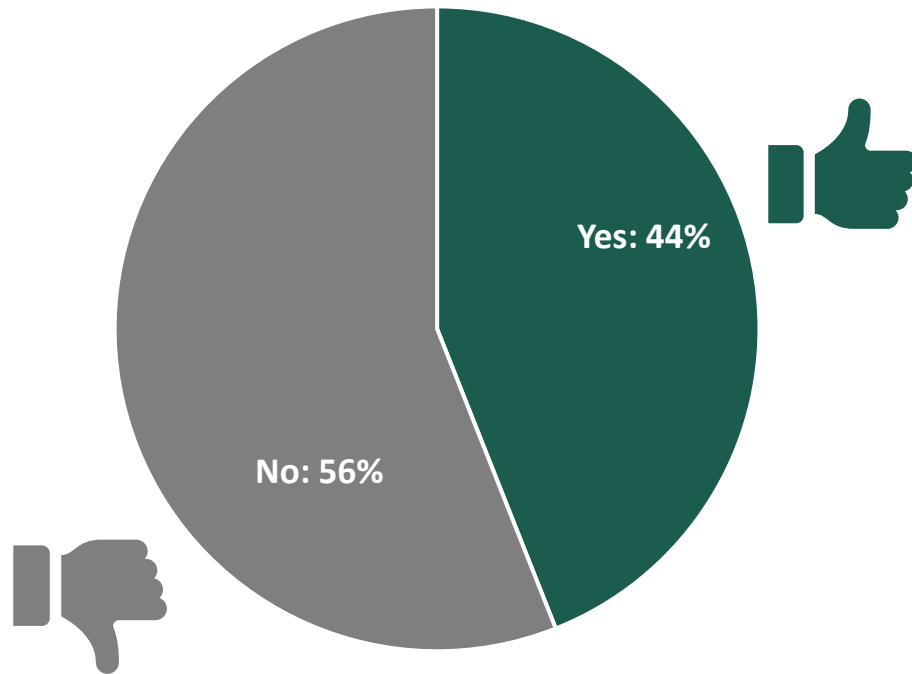
“ You are taking away a public open space. It will create problems over traffic, rubbish collection, drunk and disorderly as well as only benefitting one sole trader. ”

“ Not in present location. It is against council policy to construct/commercial development on open greenland on the seafront. ”

Views on proposed design.

Overall, over half do not feel the current design is appropriate.

“Do you feel the current design is appropriate?”



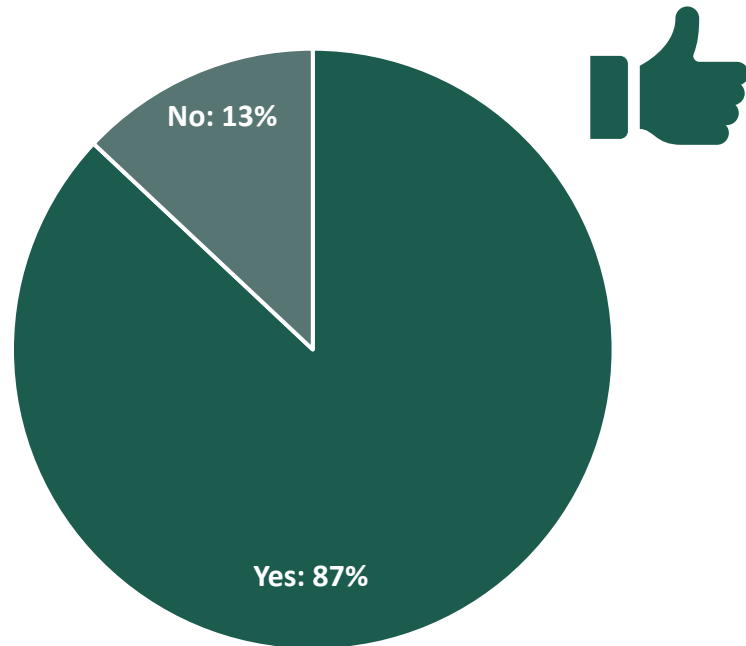
The majority of respondents who indicated in the first question that they do not support the proposal to create a replacement kiosk answered ‘no’ to this question (see next page).

It is difficult to understand whether the negative answers to this question relate to the design or to the opposition of the replacement kiosk overall.

Q3: Base: all answering question, n=265

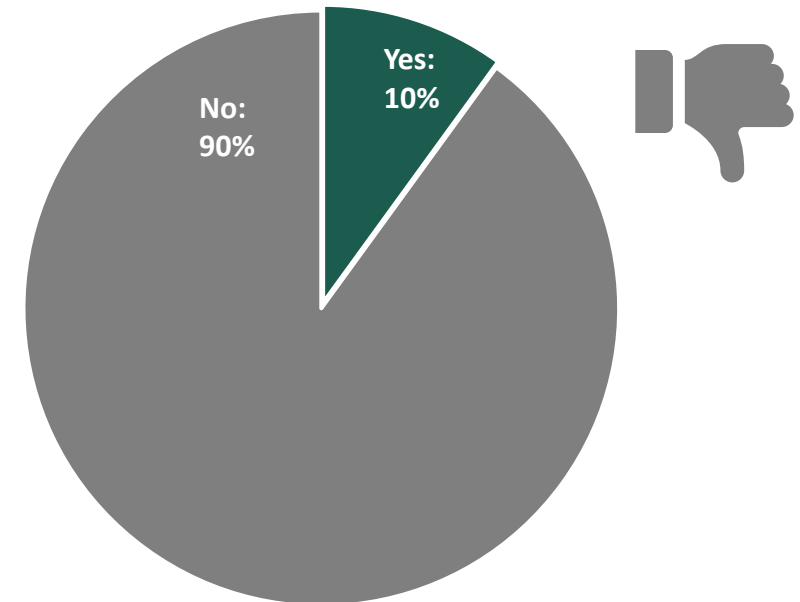
Those who support the replacement kiosk in general also tend to feel the current design is appropriate (and vice-versa).

The vast majority of those **who are generally supportive** of the replacement kiosk proposal also **feel the current design is appropriate.**



Q3. Base: all respondents who are generally supportive of the replacement kiosk and who answer the question, n=114

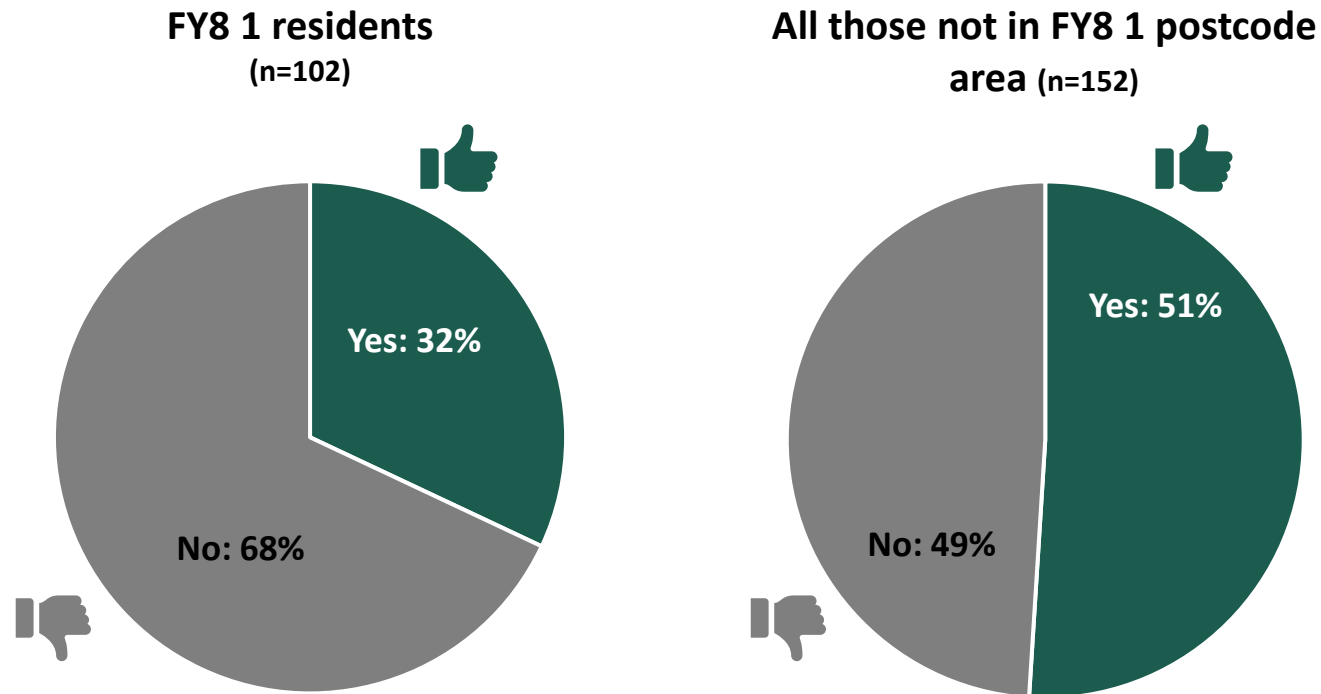
The vast majority of those **who do not support** the proposal to create a replacement kiosk **do not feel the current design is appropriate**



Q3. Base: all respondents who are **not** generally supportive of the replacement kiosk and who answer the question, n=149

Residents outside of FY8 1 are more likely to feel the current design is appropriate than those living in FY8 1.

Similar to levels of overall support, FY8 1 residents are least likely to agree with the current design. Results by postcode area indicate that those in FY8 2, other FY areas and PR4 are more likely to support the design than those in FY8 1.



Q3. Base: all answering question

Breakdown by postcode area

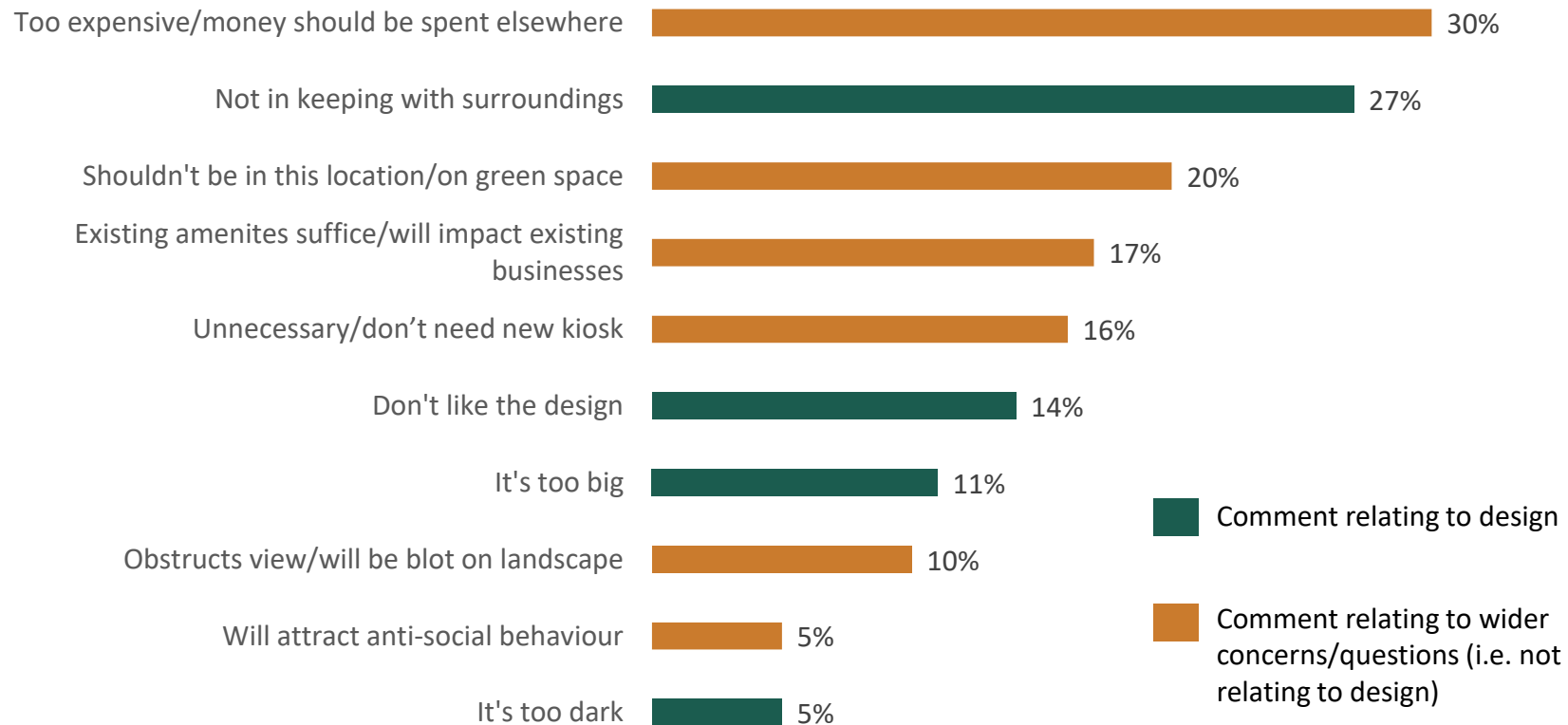
	Design is appropriate	Design is <u>not</u> appropriate
FY8 2 (n=14*)	64%	36%
FY8 3 (n=29*)	48%	52%
FY8 4 (n=55)	40%	60%
FY8 5 (n=29*)	48%	52%
Other FY (n=11*)	73%	27%
PR 4 (n=14*)	79%	21%

**Sample sizes are low; differences should be treated with caution.*

Reasons given for not finding the design appropriate.

Many comments given at Q4 do not relate to the proposed design. Amongst the design-specific comments, the most common is that the design is not seen as being in keeping with the surroundings.

Reasons given in first open text box (i.e. for not feeling that the design is appropriate)



149 people answered 'no' at Q3. Of these, 146 people gave a reason for this answer at Q4. These answers have been coded into themes (note that comments from one response may be 'multi-coded', i.e. may include multiple themes).

78 comments related to the design of the new kiosk and 89 comments were not design-specific and were related to wider concerns/questions.

Q4. "If you answered no to question 3, please explain your answer below." Coded responses to open text box. Base: all respondents saying 'no' at Q3 (appropriateness of design) and giving a reason for this at Q3 (n=146). Only responses of 5% and over shown

Design-specific comments: example comments.



“Totally wrong design. Not in keeping with lakeside architecture. Far too expensive for a small facility.”

“The proposed building design is not appropriate in any way given the attractive design of the promenade and open aspect of the promenade.”

“The current design is rectilinear and does not reflect migrating birds etc. It should be curvilinear. Also Corten steel is dark and inappropriate, not to mention building on a newly formed green thus creating a precedent for building on other coastal spaces!”

“Building is too big and too high elevation. Needs to be lower profile and more discrete.”

“Looks 'heavy' in the photos. Could it be altered to look more welcoming?”

“In a ridiculously prominent position and is a blot on our wonderful landscape.”

“Too dark, the dark/rust colour just doesn't reflect the light natural colours of the current kiosk and surrounding areas of sand, water etc.”

Other comments: example comments.



“ I like the design and the architects have done a really good job with their design. My concern is that the kiosk itself is in the wrong location and that it would be better located on the plot of land behind the existing kiosk where the current toilets are located. The toilet block needs replacing anyway and building the kiosk on top of the WC roof would provide a terrace that would allow the kiosk users a view across the estuary and down the length of the lake. ”

“ These works should be combined with the development of the toilet blocks below the current kiosk. Within the confines of Fairhaven Lake. This would provide a spectacular landmark for the public to pause for refreshments. With a terrace overlooking the Lake to one side and the estuary to the other. ”

“ You are replacing a kiosk with a café. The proposed new building is far too big, many times the size of the original kiosk. There is already a rebuilt and refurbished café at Fairhaven Lake. ”

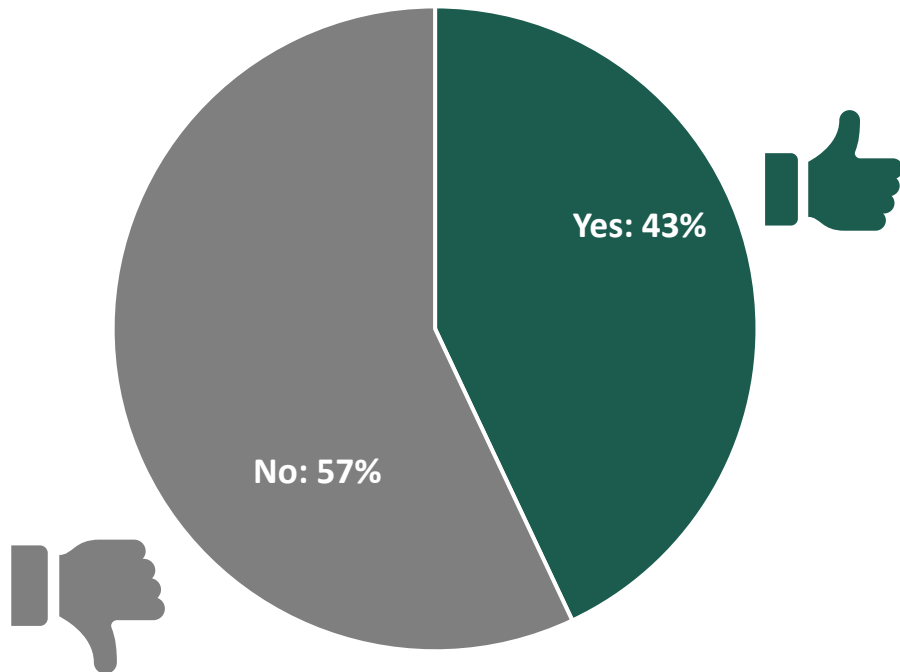
“ The area is an open space. The building is supporting one family with tax payers money. Three other ice cream kiosks in the area. One pub near by. A seven year lease less one day! Avoiding going to tender. ”

“ Don't believe it is necessary. No needs assessment done as far as I can tell. Perfectly adequate pub, café and ice cream facilities already. Don't destroy the beautiful landscaping work you've just done! ”

Views on location.

Overall, almost 6 in 10 respondents do not agree with the proposed location of the new venue.

“Do you agree with the location?”



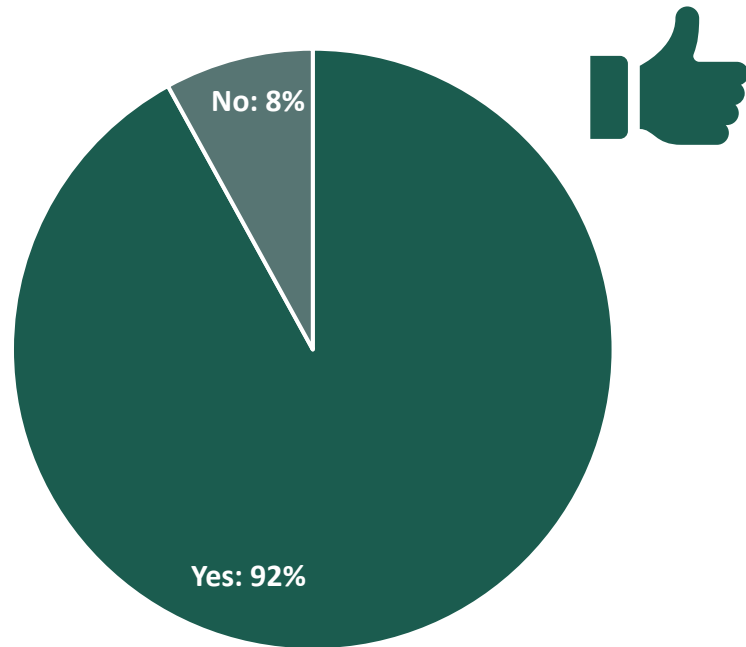
Again, the majority of respondents who indicated in the first question that they do not support the proposal to create a replacement kiosk also answered 'no' to this question (see next page).

It is difficult to understand whether the negative answers to this question relate to the proposed location or to the opposition of the replacement kiosk overall.

Q5: Base: all answering question, n=265

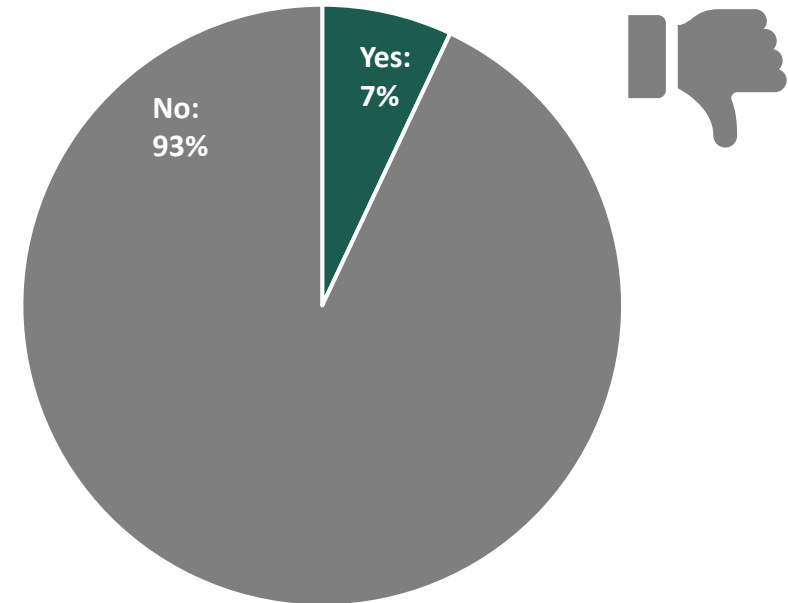
Those who support the replacement kiosk in general also tend to agree with the proposed location (and vice-versa).

The vast majority of those **who are generally supportive** of the replacement kiosk proposal also **agree with the proposed location**.



Q5. Base: all respondents who are generally supportive of the replacement kiosk and who answer the question, n=113

The vast majority of those **who do not support** the proposal to create a replacement kiosk **disagree with the proposed location**.

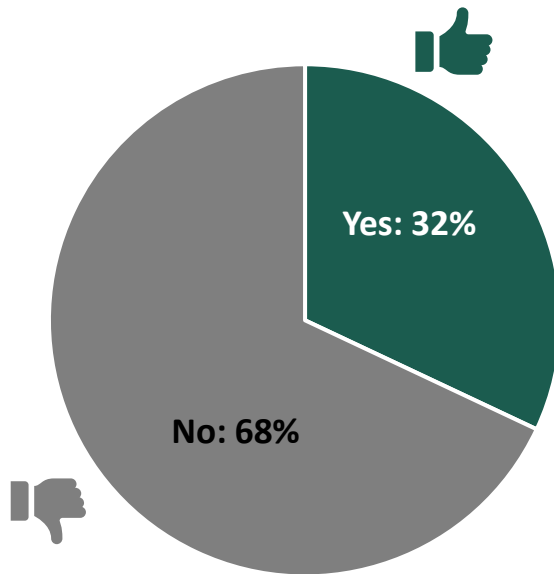


Q5. Base: all respondents who are **not** generally supportive of the replacement kiosk and who answer the question, n=151

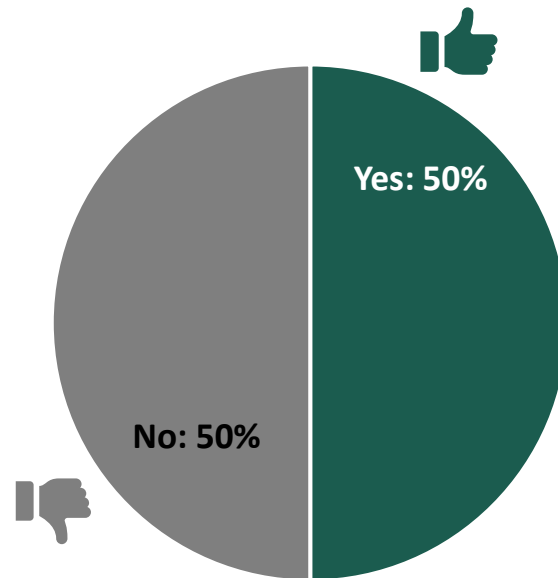
FY8 1 residents are least likely to agree with the proposed location; outside of FY8 1, opinions are divided.

Residents living outside of FY8 1 are more likely to support the proposed location than FY8 1 residents, although opinions are equally split.

FY8 1 residents
(n=103)



All those not in FY8 1 postcode
area (n=151)



Breakdown by postcode area

	Agree with proposed location	Disagree with proposed location
FY8 2 (n=13*)	62%	38%
FY8 3 (n=29*)	52%	48%
FY8 4 (n=54)	39%	61%
FY8 5 (n=30)	43%	57%
Other FY (n=11*)	73%	27%
PR 4 (n=14*)	79%	21%

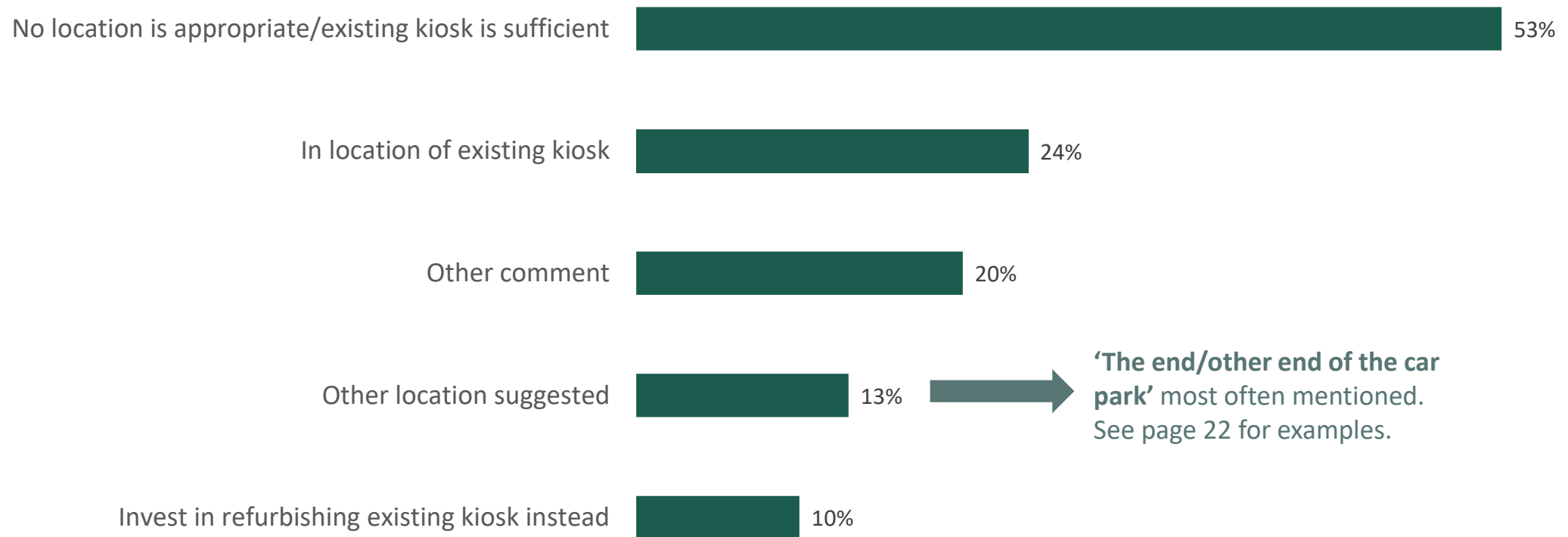
**Sample sizes are low; differences should be treated with caution.*

Q5. Base: all answering question

Reasons given for disagreeing with the location.

Just over half of all those who disagree with the location say they do not feel any location is appropriate; almost a quarter suggest that the kiosk should be rebuilt on the location of the existing kiosk.

Reasons given for disagreeing with proposed location



Q6. "If you answered no to question 5, please explain your answer below." Coded responses to open text box. Base: all respondents saying 'no' at Q5 (location) and giving a reason for this at Q5 (n=143). Only responses of 5% and over shown

'No location is appropriate' & 'In location of existing kiosk': example comments.



“ There is no need for an alternative location - we have a perfectly acceptable ice cream kiosk already. ”

“ Not on the green space. Keep the existing kiosk. No need for replacement! ”

“ Any new facility should make use of the land behind the kiosk and incorporate the existing public toilets. ”

“ Considering we have a café already at the lake, plus a pub, restaurant across the road, plus the Blackbird Café on Woodlands road, we don't need another café. ”

“ It does not need to be changed from the existing location of the kiosk. Its spoiling an open space. Put the new build on the other side. ”

“ The present location of the kiosk is adequate but a seating area could be arranged. ”

“ Existing location, rebuild current kiosk with small expansion of size. ”

‘Other location’: example comments.



“ At the other end of Stanner car park. NOT ON THE GREEN AREA OF GRANNIES BAY, or where the Pavilion is.

”

“ Over or near the toilets below that are being replaced, or at far end of car park where there are presently no amenities.

”

“ Sea end of Stannah car park. It will be a shame to break up the Granny Bay vista.

”

“ Develop more on west side of Fairhaven or by Japanese Garden.

”

“ Not in the area as it obstructs views. It should be in a car park and not in a green area.

”

“ Locate further along car park to avoid upsetting local residents and impairing their views and peace.

”

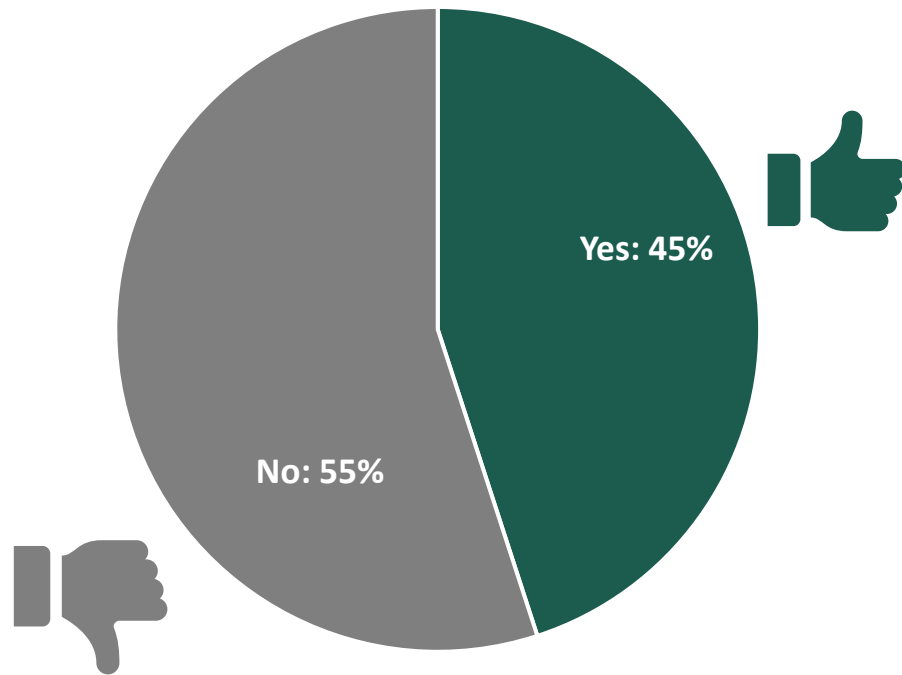
“ Other end of Granny’s Bay, away from car park entrance. Proposed location is an accident waiting to happen.

”

Likelihood to use new venue.

Just less than half of respondents feel they would be likely to use the new venue.

“It is anticipated that the kiosk will sell hot and cold beverages. Are you likely to use the new venue?”



68% of respondents in the FY8 1 postcode area do not feel they are likely to use the new venue, compared to 47% of all other respondents.

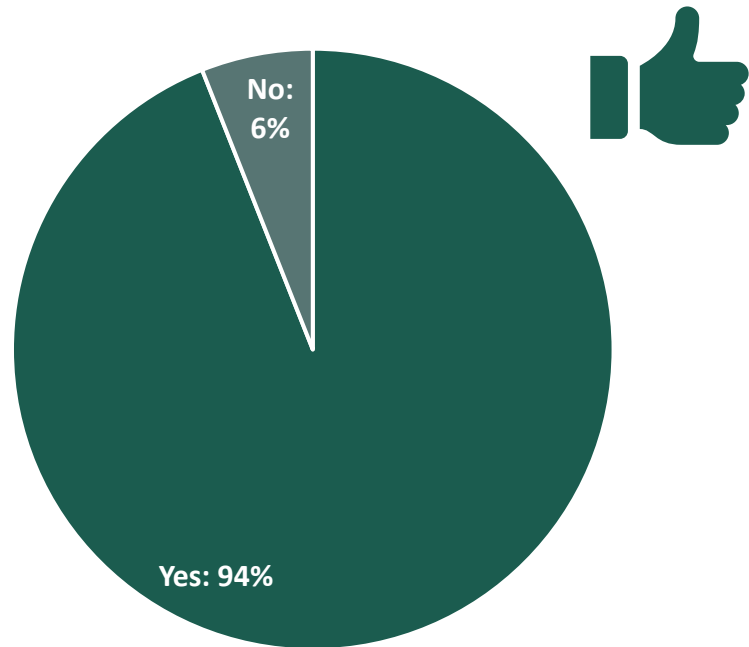
- 19 of the 25 respondents from outside the FY8 area feel they would use the new venue

See page 29 for most results by postcode area

Q7: Base: all answering question, n=253

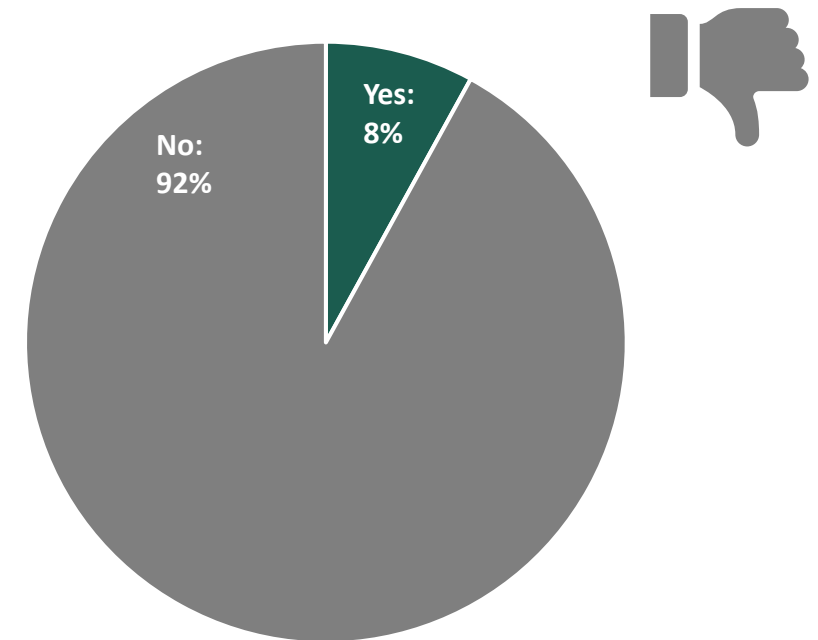
Those who support the replacement kiosk in general say they are likely to use the new venue (and vice-versa).

The vast majority of those **who are generally supportive** of the replacement kiosk proposal say they are **likely to use the new venue**.



Q7. Base: all respondents who are generally supportive of the replacement kiosk and who answer the question, n=109

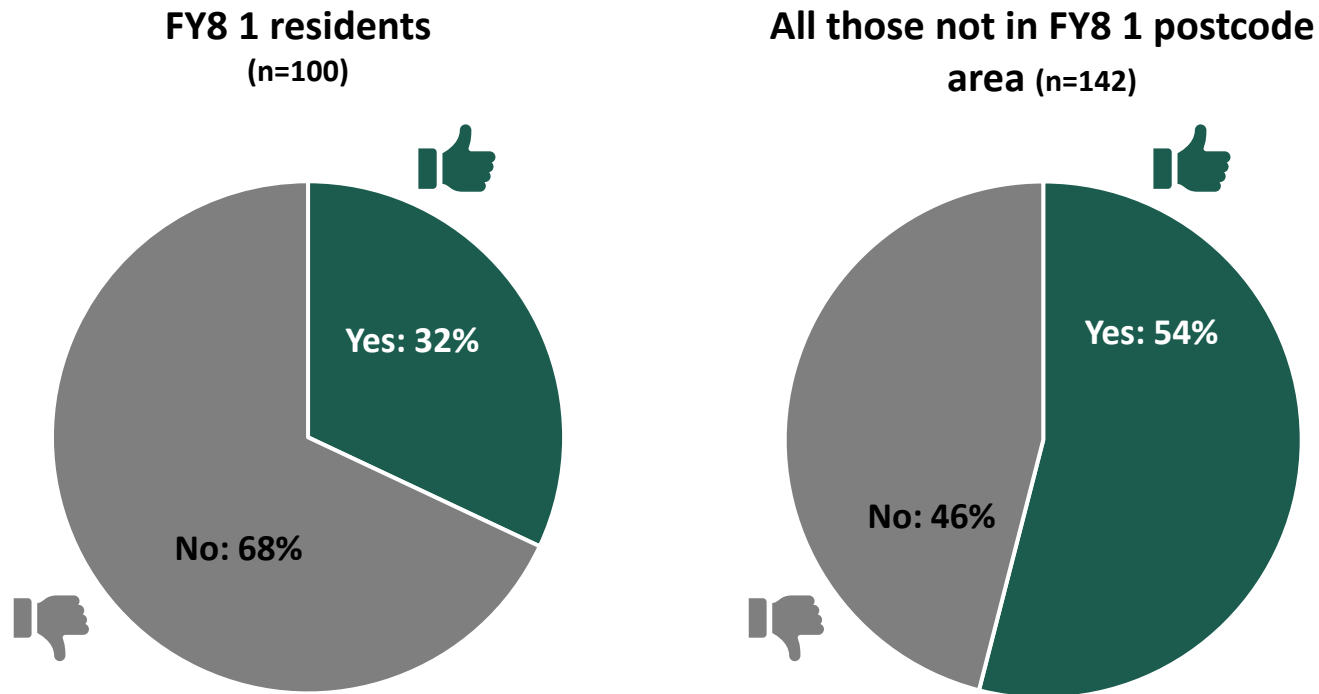
The vast majority of those **who do not support** the proposal to create a replacement kiosk say they are **unlikely to use the new venue**.



Q7. Base: all respondents who are **not** generally supportive of the replacement kiosk and who answer the question, n=143

Over half of residents from outside the FY8 1 area feel they are likely to use the new venue.

Two-thirds of FY8 1 residents feel they would not use the new venue. Although sample sizes are small, over two-thirds of respondents in FY8 2, other FY areas and PR4 say they are likely to use the new venue.



Q7. Base: all answering question

Breakdown by postcode area

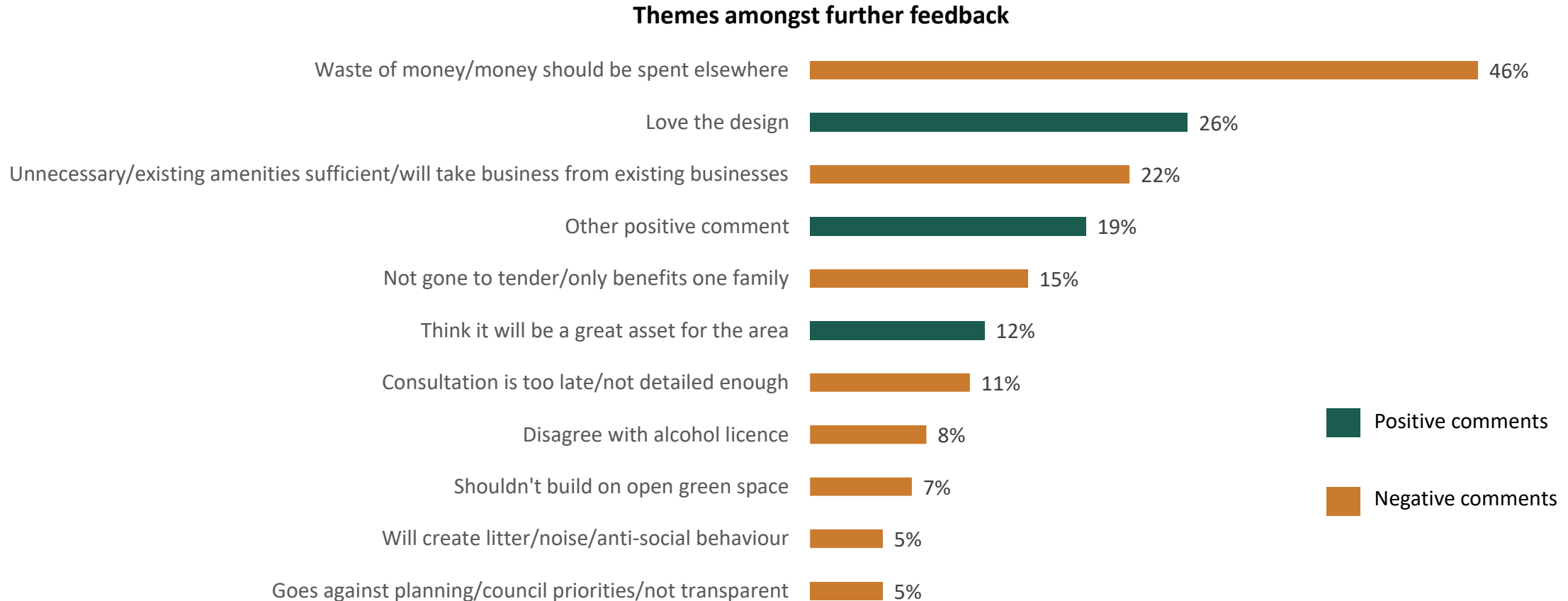
	Likely to use new venue	<u>Not</u> likely to use new venue
FY8 2 (n=12*)	67%	33%
FY8 3 (n=28*)	43%	57%
FY8 4 (n=49)	45%	55%
FY8 5 (n=28*)	54%	46%
Other FY (n=11*)	73%	27%
PR 4 (n=14*)	79%	21%

**Sample sizes are low; differences should be treated with caution.*

Further feedback.

7 in 10 (72%) of respondents gave further feedback.

The most common theme amongst the further feedback was that this proposal is a waste of money/that money should be spent elsewhere in the area instead.



Q8. "Do you have any further feedback?" Coded responses to open text box. Base: all respondents answering (n=195). Only responses of 5% and over shown

‘Waste of money’ & ‘Unnecessary’: example comments.



“ Already a lot of cafes in the area and council should spend their money on more worthwhile ventures. Definitely should not open late and shouldn’t have an alcohol licence. ”

“ This is an incursion onto established public open space. There are protective covenants against development. The National Trust and Civic Societies believe in keeping our coastline clear where possible. Any development must be within the lake perimeter. I also object to ratepayers money going into this, supporting one business. What about the other refreshment venues nearby which will be in competition with it? It should not be feasible for our council to invest in a business which could cause harm to others nearby. ”

“ Plenty of food is already available near this area - absolutely waste of public money. ”

“ The spending of £350,000 of tax payers money to the benefit of one family is quite out of order, the money could be spent on more deserving needs. The return on the outlay is inadequate. There are plenty of cafes etc in the area. ”

“ I feel very strongly that it is a lot of money for an ice cream parlour and some of this and other funding should be made available for Ansdell Institute for use for locals rather than concentrating on tourists. ”

Positive comments: example comments.



“ A revamp of the kiosk has been much needed for many years. Now the sea wall is finished it will be a welcomed asset. Seating area will accommodate many people who need to sit in the shade or out of the rain. All angles covered. I'm sure it will enhance the price of houses in the area too, always a good thing. ”

“ The current kiosk is no longer fit for purpose in that the building does not fit in with the wonderful new sea defence / promenade. Its location is causing danger to pedestrians who, at busy times, queue for service with their children in the path of vehicles leaving the car park. The new design is well thought out, fits in brilliantly with the surrounding environment, and as regular users of the current kiosk it will improve our use and enjoyment of the area. ”

“ I visit Fairhaven Lake quite often either by walking or running and it would be nice to have somewhere where I can sit down comfortably and enjoy the fantastic views ”

“ Amazing design, really special. The location is great, better and safer access for me than the current kiosk. Wonderful that I can sit and enjoy the view in a sheltered place. ”

“ It will be a great facility for visitors and residents both able-bodied and people with a disability. There are very few facilities for disabled people on our coast. The new prom has improved that and now with this cafe it will be great! ”

“ I think it's a great addition to the area and is a safer location for the cafe. Currently the queue for the kiosk, during peak times, extends beyond the kerb making it dangerous for pedestrians due to its proximity to the exit from the car park. ”

Other example comments.



“ The intended project should have been discussed with interested parties before ANY work was started. ”

“ There is the feeling that FBC haven't gone about this application in the right way and they are favouring one particular family that has influence with the Council. People are wondering why this particular family is getting favourable treatment. They are also wondering how it will affect the cafe recently refurbished at Fairhaven Lake and cafes in Ansdell and the Fairhaven pub which has recently been refurbished. ”

“ Lack of transparency at Council level has led to much misinformation. Still don't know the important details. ”

“ It is outrageous to spend this huge amount of money on something which is totally unnecessary - one family is trying to exploit a situation which is a complete waste of taxpayers money. ”

“ It is rumoured that the kiosk will have an alcohol licence and be open lates. None of this important detail is mentioned in the exhibition. ”

“ Are measures going to be put in place to prevent vandalism (CCTV etc)? ”

“ Not at its present siting. I don't understand why this was not discussed in the plans when the sea defence system was being planned as it has obviously been under discussion with the council for many years. ”



Prepared by Emma Slater and Adam Pearson.

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It all starts with good research.