

STAKEHOLDER ENGAGEMENT



4.1 STAKEHOLDER EVENTS

During preparation of this report there have been a number of stakeholder meetings to help inform the option appraisal process. This included meetings with Beachfront user groups and presentations to key stakeholders associated with Aberdeen Football Club, Sport Aberdeen (Leisure facility operators) and Beach Ballroom management.

BEACHFRONT USER GROUPS

Meetings took place with users in the Beach Ballroom on 6th August 2021. Comments and feedback captured from the groups include:

Vanguard

Vanguard are part of the Aberdeen Chamber of Commerce that includes working groups for economic development and the environment, including a working group for the Beachfront.

The group had conducted internal optioneering activity to short-list a number of projects they are keen to see incorporated in any beachfront development. This included:

1. Sculpture – The group are inspired by the Aberdeen Leopard structure in Marischal square and propose a second Leopard structure located on the Beachfront – possibly promoting a “Leopard trail”. Vanguard have met with Andy Scott who created the Leopard Structure (and the Falkirk Kelpies) to discuss possible routes to procure and a possible location. ACC representatives thought this a good idea but noted that this would possibly need a competitive procurement if they proceeded with this.
2. “Road Train” – The group have discussed the potential to provide a Tourist road train with operators who have provided commercial information on how this can be funded and potential revenue. Thoughts are this would help provide a visible link between the City Centre and beachfront, noting that many visitors to Aberdeen City don’t realise a Beach is nearby.
3. Promenade Lighting – This would extend beyond the current Beachfront development area to illuminate the lower promenade to make the Beachfront more usable and safer during winter months. ACC reps confirmed they are happy to consider works beyond the current development zone.
4. Street Art and Signage – Another idea to promote linkage between the City Centre and the Beach, with markings on the ground and art based signage.

North East Scotland Cricket SCIO (Scottish Charitable Incorporated Organisation)

Representatives from the group provided a history of amateur cricket in North East Scotland/Aberdeen. The number of clubs and associated pitches has declined significantly since the 1970s when there were 5 pitches arranged along the Beachfront with around 1500 members.

There is now a drive to attract more interest again, particularly amongst disadvantaged groups hence recent charitable status.

The organisation are aware of Beachfront proposals and did think that this may lead to them being relocated and had already started looking for alternative locations. Their favoured is the Jackwood Pavilion at Inverdee. This is currently home to football pitches, but scope exists to locate Cricket nets there.

Surf Club/Life Saving Organisation

The surf clubs activity mainly takes place South of the development site, away from the beach groins. They currently operate from a small hut on the lower promenade and would like to have a more prominent facility to help promote their club, possibly shared with the beach surf school. They also noted that this facility could be used by other beach groups such as paddle borders, wild swimmers and volleyball teams. Representatives from the club advised that there are DDA issues with current facilities and beach access and the club is keen to support disability groups with using the Beach and their facilities.

The club is keen that any new facilities/attractions do not promote anti-social behaviour. They are also keen that Architecture is sympathetic to Aberdeen heritage.

KEY STAKEHOLDER DISCUSSIONS

A series of workshops took place with the key stakeholders associated with the core Beachfront facilities – Beach Ballroom, Leisure Centre and Stadium. Prior to this the design team had conducted the option appraisal exercise described in section 3.0 of this report and concluded that the Rope Works option for Masterplan and Option 2 for Sports/Leisure facilities were the preferred solution.

The workshop session on 28th September 2021 presented the design teams thoughts to stakeholders. Feedback from these discussions is captured below:

Beach Ballroom

Two sessions took place with Beachfront representatives. The initial meeting took place with Gale Beattie of ACC and discussed:

- Acknowledged the intention to minimise vehicular traffic as part of the public realm works, but advised that car access to the Beachfront has been considered important previously – To consider as proposals are further developed. Blue badge access particularly important.
- Currently walking routes from the City Centre are poorly defined. Keen to see joined up thinking with wider Streetscape activity to improve this.
- Keen to understand how parking arrangements at the stadium on match days will be managed.
- Agreed with the design team that the Rope Works was the preferred Masterplan option for public realm.
- On Ballroom specific issues – enthused by the analogy made between the Ballroom and the Spanish City development at Whitley Bay.
- Keen that any FM/Operational solution maintains a competitive tension, whilst being complimentary to other offerings in Aberdeen, including TECA.
- Subsequent to the above discussion, a further on-line meeting took place with Richard Sweetnam of ACC:
- Also agreed that Spanish City provided a good analogy.
- Keen that as design development progresses that engagement continues with Beachfront users – and other organisations associated with coastal leisure activities along the North East Coast.
- A new recruit will be joining his team shortly tasked with improving revenue generation – Keen that they are involved in on-going development.

Sports and Leisure

- Positive feedback on Public Realm proposals and agreed Rope Works is a desirable Masterplan option.
- Feedback on Sports and Leisure facility generally concerned commercial issues related to current operations – In particular the Ice Rink and its future viability.
- Agreed that whilst Option 2 identified as a preferred option by the design team is acceptable, further analysis needs to be done on Ice Rink provision associated with this as design and business case development progresses.

Stadium

Representatives from Aberdeen Football Club attended in person and on-line:

- Positive feedback on Public Realm proposals and agreed Rope Works is a desirable option.
- Agreed that Option 2 linking stadium and Sports/Leisure is a good option.
- Some ideas on complimentary activities – including Golf based attraction, quoting a facility in Watford as an example.
- Good discussion around hospitality provision including the “tunnel club” – allowing players to be viewed by guests as they make their way onto the pitch.
- Agreed that design development will need to look closely at crowd management including coach parking.



Stakeholder Engagement Activity



Super Stakeholders for the Aberdeen Beachfront Masterplan Project

4.1 CHILDREN AND YOUNG PEOPLE

INTRODUCTION

The consultation and engagement undertaken with children and young people to date for the Beach Masterplan comprises the following:

- Workshops with P6 Primary School children, followed by a presentation of their ideas to members of the design team.
- A ‘creative postcard exercise’ undertaken with secondary school students.
- Consultation through a QR code and online survey.

The images shown on these two pages illustrate the materials which were developed and sent out by the design team to assist the engagement process.



MY ABERDEEN ~ Wish you were here!



THE SILVER CITY BY THE GOLDEN SANDS

Aberdeen City Council have commissioned two teams of designers to reimagine the city centre and the beachfront. We want to hear your ideas so that we can shape a new Aberdeen that caters for the needs of young local people.

→ A Vision for Union Street Central

We are developing a vision for the future of the heart of Aberdeen city centre, looking at key streets and spaces, starting off with Union Street Central. We want to include a range of street furniture and equipment to make this central space more exciting, playful, social and usable.

→ A New Park at the Beach

The new park will be located somewhere along the beach front. Beach Boulevard is an important part of this new park, as it is where the sea and the city meet and blend together linking the “silver city” to the “golden sands”. The Beach Ballroom will be renovated as part of this project, and a new stadium and leisure facilities included within the area.

→ Wish you were here!

Within this pack you will find two postcards; one to send from the city centre and one from the beach. Imagine what these new streets, spaces and beachfront park could be in the future and help us design them.

Use your postcards to be as creative as you can, make a drawing, do a collage, doodle your ideas, or stick on a picture of a similar place you like the look of. We want to see your ideas to help us design these new spaces! Use the back of your postcard to tell us how it feels to be in your wonderful new space and what you like best about it. Maybe it was what you did there, what you saw, or maybe it was just that delicious big ice cream you had even though it was pouring rain!



MY BEACHFRONT

We want to build a fabulous new park down at the beach for all ages, a place for everyone.

How it could be



How should it look and what could you do when you get there? We need your help to design it. Aberdeen beach is a special place and has a long and interesting history; how can we make sure this feels part of the city?



DESIGN WITH US!

Use the postcard to make a drawing or use the QR code to find the link for filling in a short survey. To help with your ideas, think about the following questions:

- How can the park feel amazing and be unique to Aberdeen?
- What would you like to do when you get there, what would encourage you to visit often?
- What is missing from Aberdeen's beachfront that you want to see?



MY CITY: A Vision for Aberdeen Get Involved!



PRIMARY 6

Primary 6 pupils from the following schools undertook workshops on the Beach Masterplan.

- Seaton School
- Ashley Road School
- Ferryhill School
- Hanover Street School
- Skene Square School
- St Joseph's School
- St Peters School

These workshops were designed with the intention of creating an environment that supported them to think about play, think about aspects of their city, how they feel about it and how they would like it to be. The sessions were delivered by creative practitioners and followed the following format:

- We will start with a fiction, an alternative reality to incite an emotional response to the beach. For this the practitioners will play characters initially.
- Mapping out the areas on the floor and getting familiar with the spaces.
- We will then go on to exercise our play muscles with some playful tasks.
- Stop to reflect on how good the class are at playing and what might stop them from playing.
- Critical questioning based on our senses, problem solving, why have we chosen these ideas?
- Gathering data via a tour of the space
- Video call report back.

During the video call to report back the students presented in groups to members of the beach design team. The ideas presented were wide ranging and ranged from the general to the very specific. The ideas are useful in helping the design team to understand how the Beach is currently perceived and used, and what the children would like to see included within the new park.

Eighty scanned sheets of work were received by the Beach Design Team from these sessions. Each of these has been reviewed and the ideas presented have been recorded opposite. Where ideas were suggested more than once we haven't quantified this however at the beginning of each section we have aimed to provide an overview

of the main recurring thoughts and ideas. For ease of reviewing these we have grouped these thematically under topics which naturally emerged as we listened to the presentations and reviewed the work received.

Character and feeling

Generally a fun, happy and safe place was wanted. Several children suggested that the park was crowded and wanted it to be more spacious.

- Fun!!!
- Feel like wonderland
- I want to be invited
- Inviting
- Spacious
- Welcoming
- Sporty
- Free
- Nice
- Fresh
- Freedom
- Entertaining
- Comfortable
- Safe
- Happy
- Special
- Tourist destination
- Calm
- Uncrowded
- Parents want to stand and talk and kids want to feel free to play.
- Want to feel like I'm in paradise
- Joyful
- For it to be less crowded
- Like lego Land (a place I want to go every day)
- More animal friendly
- Calm music, soft floor

Play

Climbing, monkey bars and zip-lines were popular. As was football and to a lesser extent parkour. Water featured prominently, either slides and inflatables in the sea or assault courses or monkey bars suspended over water.

- A play park big enough for everyone.
- A park for some of the older kids
- A variety of things to do for all ages
- Small pools of water the young ones can play in
- Monkey bars (over water)
- Water slide into the sea
- Waterpark
- Swing in the middle of the shallow side.
- Inflatable course on water
- Heated water
- Climbing nets
- Climbing wall/boulders
- Climbing towers
- Rock climbing
- Swings
- Swinging board
- Slides (huge)
- Rocks for play and parkour
- Assault course over water
- Rugby pitch
- Football pitch
- Free sand buckets
- Chess boards
- Consider disabilities, people with disabilities can't do certain things.
- Inflatable boats pulled by jet-skis
- Trampoline
- Zip-line
- Volleyball court
- Cloud ladder and rainbow slide
- Banana See-saw
- Basketball court
- Trampoline Park
- Skate ramps
- Chalk art
- Hungry hippo slide

- Sky diving

Elements

Elements suggested were varied. Skate parks and swimming pools were popular suggestions.

- Free binoculars to see the wildlife
- Graffiti zones
- Neon signs
- Exercise house
- Parks and picnic areas
- Stage
- Cinema
- Pool
- Benches
- Chairs and tables
- Safe swimming area for small kids
- Swimming pool
- Jacuzzi
- Speed boats
- Skate park
- Two skate parks, one for old and one for young kids.
- Sledging/rolling hill
- Sculpture trails on Broad Hill
- Old phone box book swap
- Public toilets
- Walls with smiles
- A path with rainbow piano keys
- Pond/pool
- A fountain
- Flowers and benches for places to talk and hang out
- Sport centre
- Homeless shelter and soup kitchen
- Donation centre

Appearance

The most common comment in relation to appearance was a request for 'more colour!'

- Palm trees
- More colour
- Make the walls more colourful
- Bright colours
- More street art
- LED pool

- Fun and look modern
- A bin that looks like a top hat

Events

Not many specific events were mentioned however there was a general request for more activities

- More activities
- More activities on the beach itself
- Change activities weekly
- Music festival
- An ice rink

Safety

Whilst making sure the park was safe was a popular comment there were a few comments which suggested a little bit of risk was ok in relation to play. Safety in the sea was a common concern as was conflict with cars. Seagulls weren't popular. No drug dealers or smoking was mentioned in a few comments.

- Safe
- A little bit of risk is ok
- No drug dealers
- Crowds and covid
- Information about where to go
- More notice boards
- Feel free to swim without the worry of jellyfish
- A dog park so there is less poo on the beach.
- Have a seagull only section. They would be more likely to stay there and not bother us.
- No smoking.
- There are not enough signs for when it is safe to swim in the water.
- Cars are too close to the beach and too noisy.
- Disabled facilities
- Life guards
- More benches so parents can sit and watch their kids
- Lampposts
- CCTV and lights
- Small police station
- Sports area and playground not close to a road
- Shelters

Layout

There weren't many specific layout comments with the exception of the below.

- Have everything more spread out and bigger so it feels less crowded

- Delete the road by the sea
- Make a park near the beach
- A gated park
-

Travel

Travel comments largely related to the desire for cycleways and concerns about conflicts with cars.

- Concern about existing traffic and conflicts with cars
- Cycle lanes wanted
- Paths to Broad Hill
- Buses/taxis can be full so difficult to go if you don't have a car
- Buses/taxis can be delayed
- More parking spots
- Road zebra crossings
- Disabled ramps
- Disabled car park
- Parking for bikes and scooters
- One way system, one side of road is for cyclists
- Zip wire from the end of Union Street
- Conveyor belt for luggage

Micro climate

Several comments mentioned that it was cold and windy

- Want to feel warm instead of cold
- Shelter and shade
- Too windy
- Sea is too noisy and rough
- Out side heaters

Environment

Popular ideas related to litter, more bins and keeping the area clean. More trees, plants and wildlife were also recurring themes.

- Cleaner beach better for wildlife
- Less rubbish
- More bins
- Recycling
- Eco friendly
- More wildlife
- More plants so it feels like you're out in nature
- More trees
- Trees for animals and hide and seek
- Flowers and plants (food for animals and pets)
- A tidy your beach event
- Add grass near paths leading to the beach
- Feeders for birds
- Flowers for bees

- Food feeding for the seagulls
- Wildlife
- A garden full of fruit to eat

Animals

Animals were surprisingly popular with a petting zoo or aquarium or similar coming up on several comments.

- Petting zoo
- Pet playground where you can leave your animals while at school or work
- Aquarium
- Animal hospital/shelter
- Animal playground
- Dog park
- Too many seagulls!!!
- Aberdeen zoo
- Pet shop

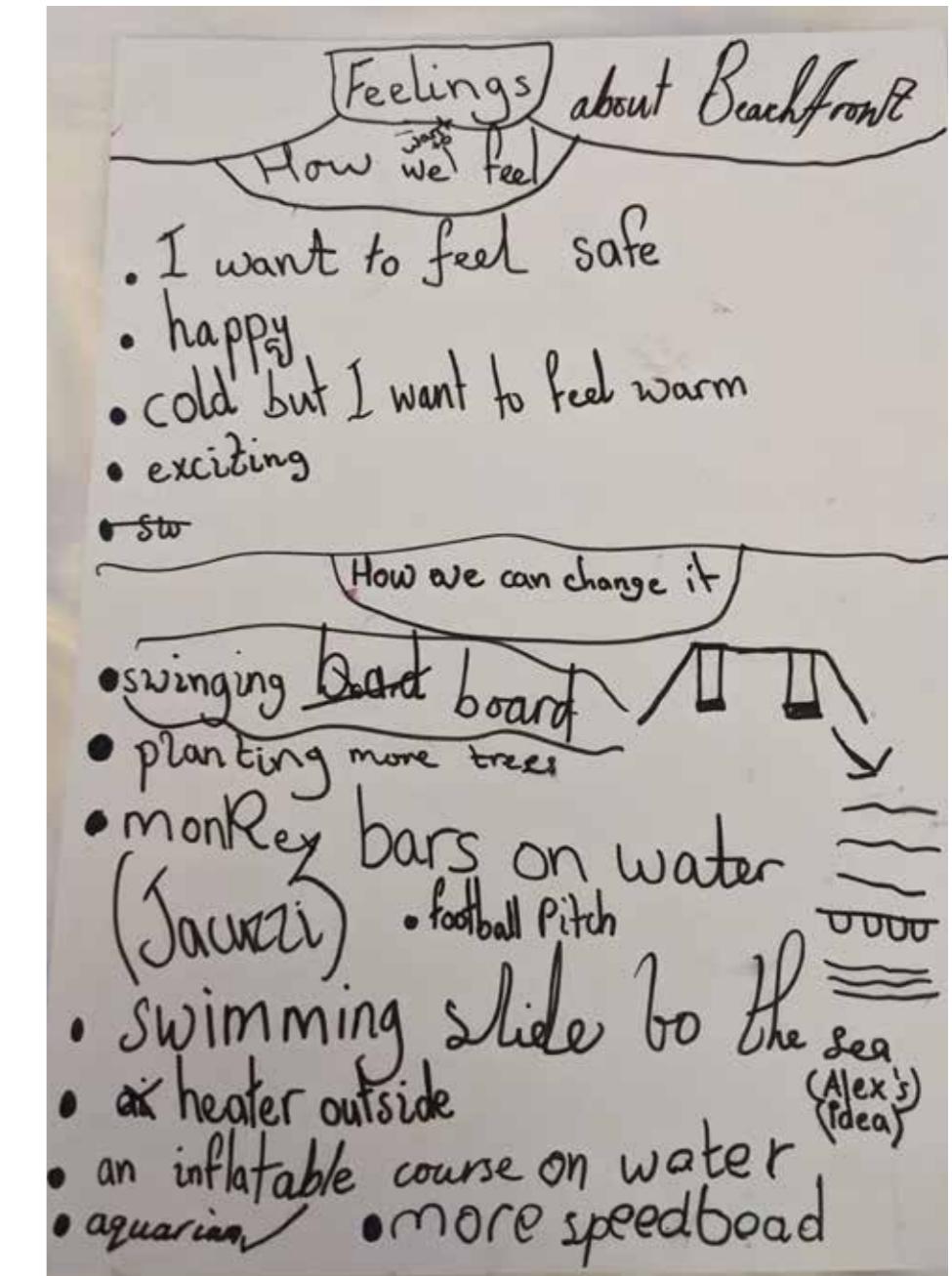
Commercial

Shops and cafes were popular, particularly ones selling hot drinks or ice cream.

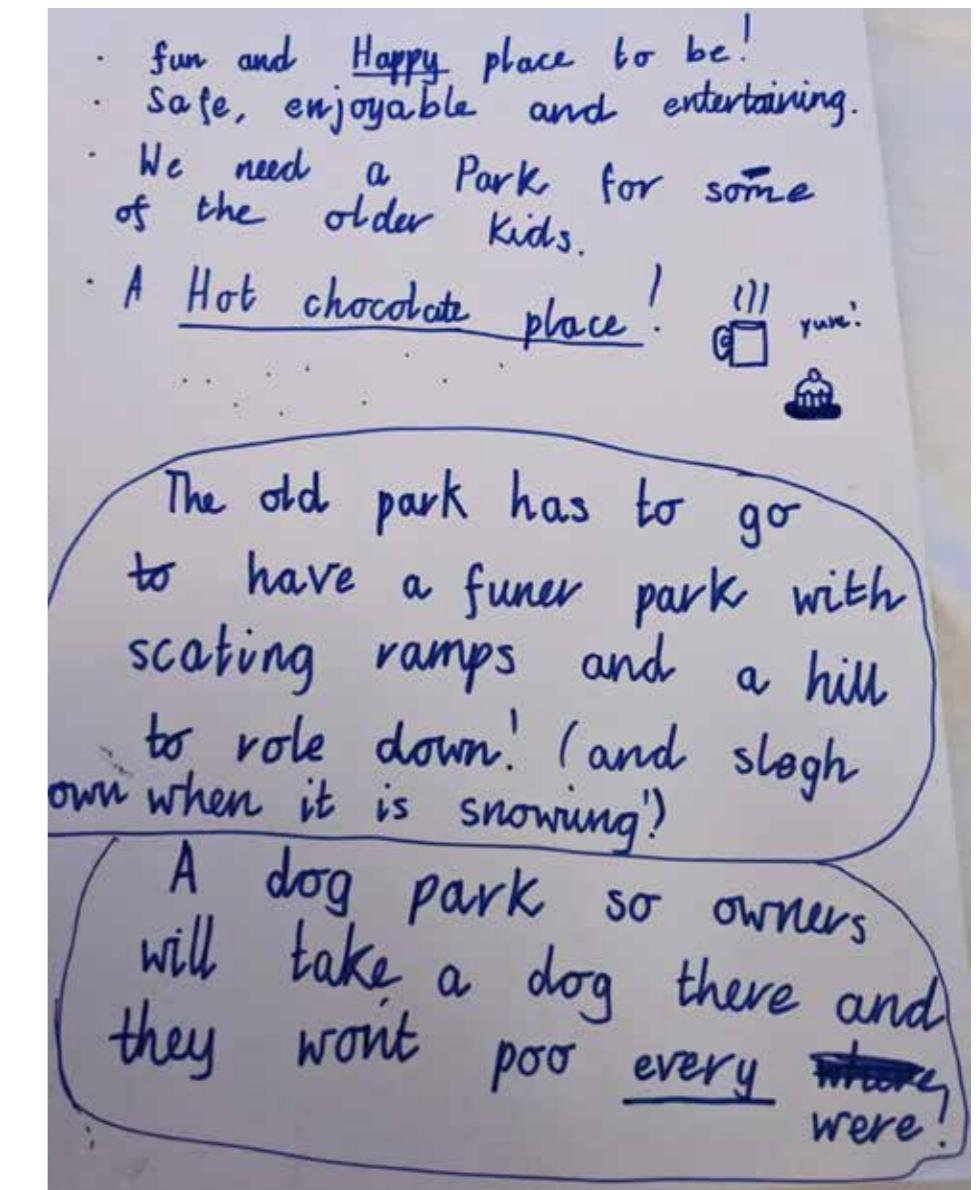
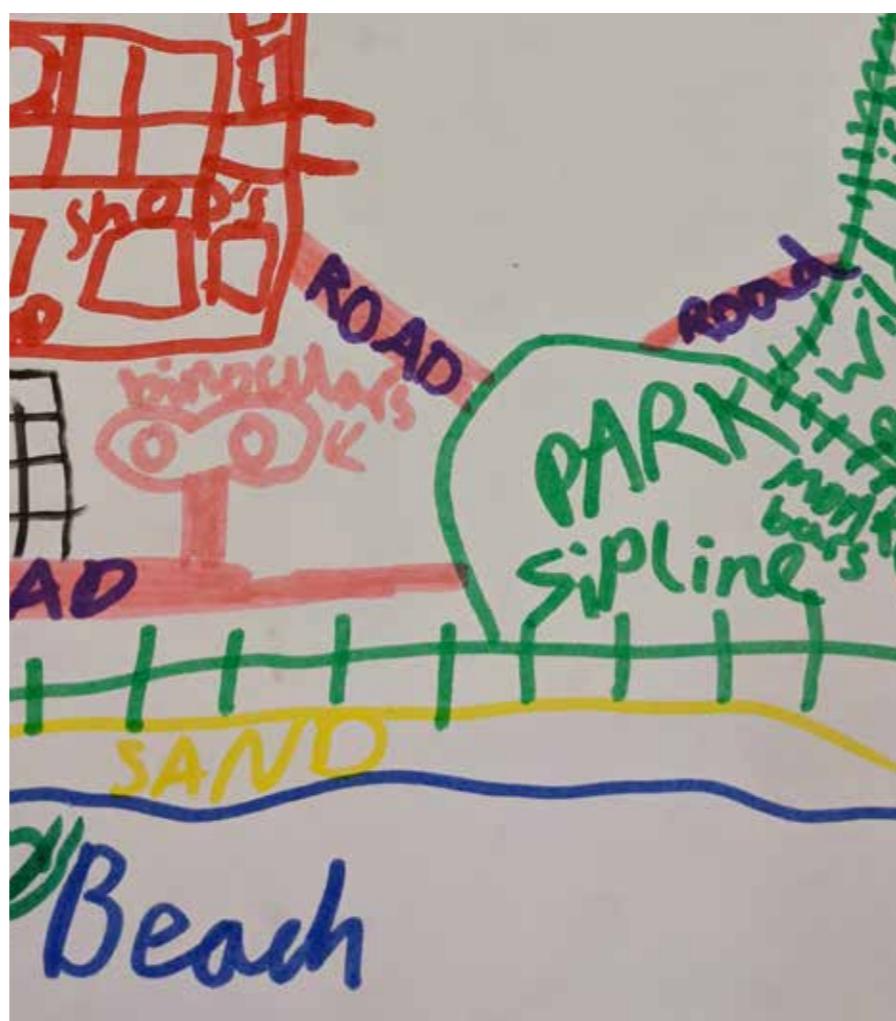
- Ice cream and candy floss (free!)
- Cafe
- Shops
- Clubs
- Restaurants
- Shops that sell hot things like hot chocolate and cake.
- Sell only chips.
- Interesting cafes (candy floss/gaming/lizard)
- More ice cream shops!
- Cafes on the beach
- More clothes shops

We need a Path with rainbow piano keys And we need walks with smiles on them.





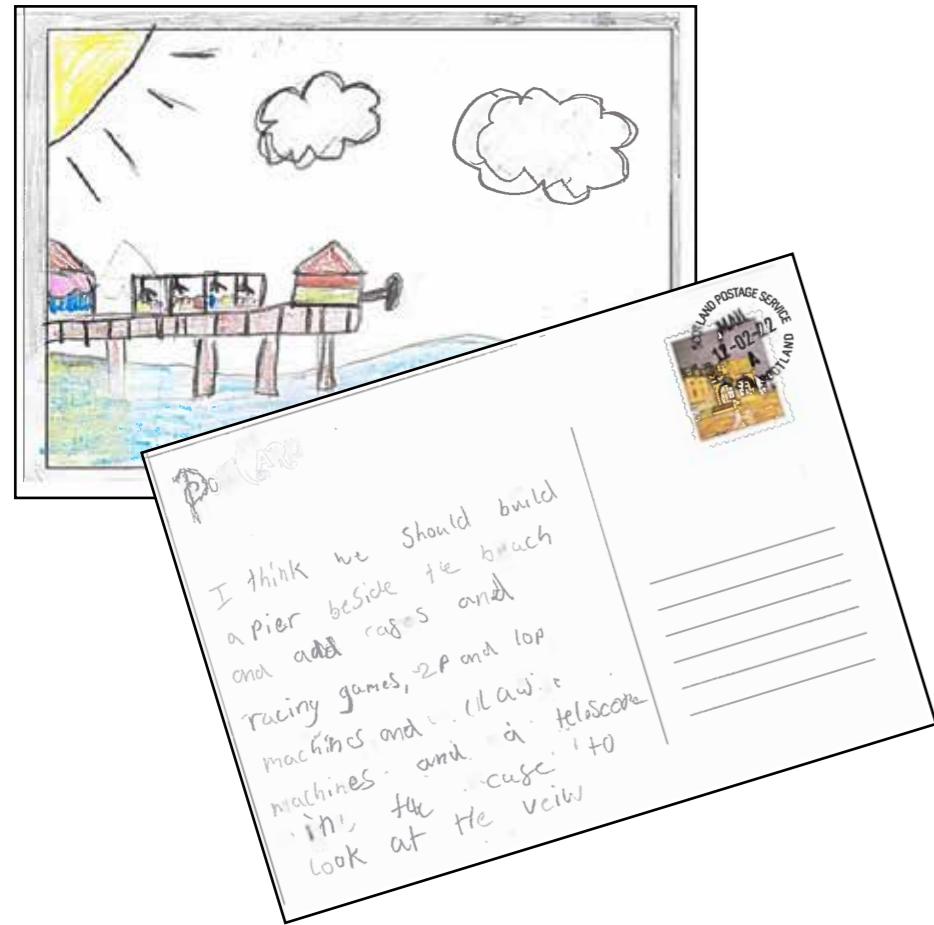
Use Rocks to play and do parkour.
I want there to be more grass and trees.



YOUTH ENGAGEMENT

A call out was made to all Academies to see which ones would be interested in running the 'Post Card' engagement activity before the October holidays. Of the Academies contacted Hazlehead Academy and Northfield Academy expressed interest and were sent 200 and 100 copies respectively.

164 postcards were returned by the two schools. Scanned copies of each of these has been reviewed (front and back) and the ideas presented have been recorded opposite. Where ideas were suggested more than once we haven't quantified this however at the beginning of each section we have aimed to provide an overview of the main recurring thoughts and ideas. For ease of reviewing these we have grouped these thematically under topics which naturally emerged as we reviewed the work received.



Play

A number of the pupils wanted an outdoor skate park and AstroTurf pitches for all ages. Many felt that having any kind of sporting facilities would be a vast improvement and make the beachfront a desired place to visit.

- New roller-coaster for an older age range
- Outdoor skate-park
- Astroturf for sports and all ages
- Basket ball courts
- Outdoor swimming pool away from the sand
- Build a dog park
- Trampoline park
- Waterpark
- Inflatable obstacle course
- Ice rink during winter months
- Bouncy castles
- Bigger play park
- Zip-line
- Laser tag
- Bubble football
- Indoor sports hall
- Go karting track
- Ferris wheel
- Big slide
- Climbing frames
- Volleyball nets along beach
- Lazy lagoon
- Climbing walls
- 2p and 10p games

Elements

Bigger bins and more of them scattered around to encourage people not to litter was highly sought after. Greater comfort and seating elements seemed to be a must for most of the pupils as well as optional places to socialise with friends and family such as fire pits, picnic areas and sheltered seating. Another frequent mention was the inclusion of a pier and a ramp into the water.

- Bike stations
- Benches
- Solar smart benches to charge phones
- Beach pier
- Better and bigger bins
- Water fountains
- Hill beside the beachfront
- Sun loungers and umbrellas
- Ramp leading into the water
- Swing set
- Benches positioned beneath pergolas and planting
- Flower garden
- Accessible for people with disabilities
- Changing rooms
- Amphitheatres to have food and watch shows
- Fire pit stations people can sit around
- Picnic areas
- Telescope for looking at points of interest
- New paths to explore
- Comfy, covered seating

Character and feeling

A place that feels unique, safe and fun are the key character traits they'd like the beachfront design to possess which in turn will enhance areas around Aberdeen as it will become more of a destination for tourists and locals alike.

- Unique design and feel
- More modern
- Fun new places that both adults and kids can enjoy
- Makes you feel happy and entertained
- Fun
- Bring attention and renown to Aberdeen
- Safe
- Exciting
- Make the beachfront feel like a destination
- Relaxing

Appearance

Litter removal was probably the most common wish from both schools. Poor maintenance of the beachfront spoiled the entire area for many. Another want was for better, more colourful lighting. This would help the area stand out within the city. Upgrading and maintenance of existing buildings was also mentioned.

- Plants in the middle of the closed road look out of place as do the benches
- More lights
- Cleaner shops
- Decorations
- Upgrade to the carnivals
- Codona's and beach ballroom revamp
- Bright colours
- Repaint older buildings
- Local artwork on display along beachfront
- Sunset views
- Contemporary architecture

Safety

The pupils seemed to be concerned with anti-social behaviour along the beachfront. Their suggestions were for a greater police presence and having stricter litter fines. Again, beach maintenance seemed to be key as they wanted no glass bottles / broken glass or rocks to be present as these could present hazards for others. Lifeguards were requested as well to allow for greater safety while swimming or enjoying the other water facilities.

- Brighter lights
- Lifeguards
- No glass bottles
- More police on patrol to deal with drug addicts
- Remove rocks and stones from the beach
- 24-hour guards on patrol to prevent vandals from destroying new developments
- Signs stating how deep the water is
- Light along the beachfront

Events

A lot of interest in having weekly or monthly events at the beachfront. Having new reasons to continually head down to the beachfront will help keep the space fresh and exciting throughout the year without it become stale.

- Music gigs
- Festivals
- Seasonal events like Halloween: corn mazes during Halloween including jump scares, pumpkin patches / picking
- Stage for performers
- Fun competitions
- Christmas village
- Light shows
- Weekend events

Travel

A desire for transportation to and from the beachfront through a variety of public transport seemed to be the most requested upgrade. More parking was also a popular suggestion to cater for locals and tourists alike.

- Resurface the roads
- Trams throughout the city and beachfront
- Bigger roads
- More parking
- Improved public transport to and from the beach

Environment

Litter is a major concern for a lot of the pupils.

- Clean beach
- Less litter on the streets
- Less sticks
- Community environmental planting initiatives
- Lots of new trees

Animals

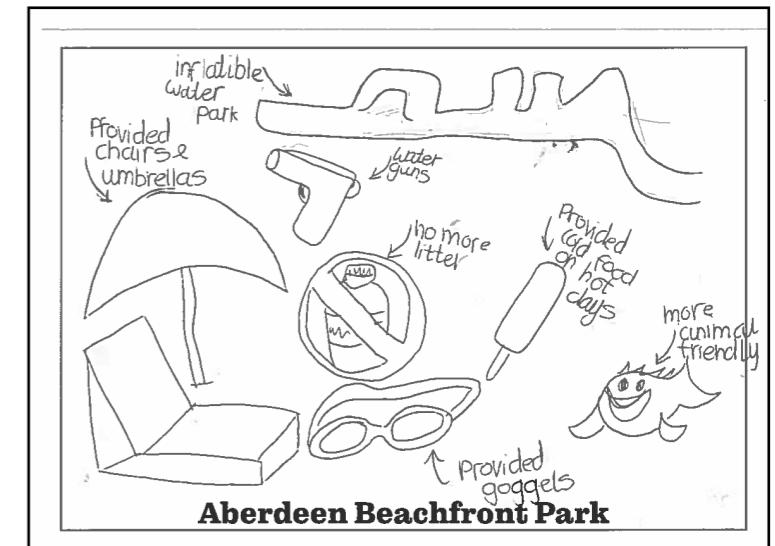
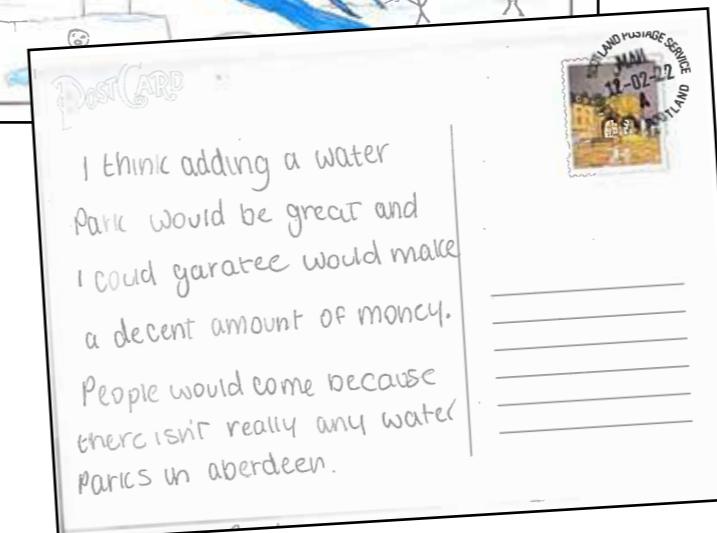
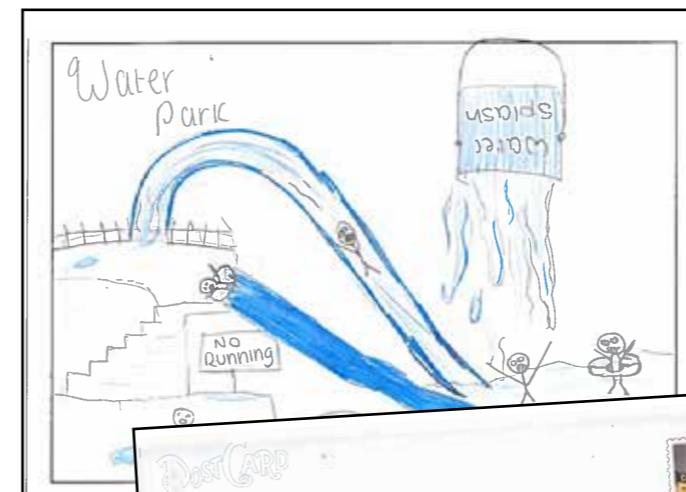
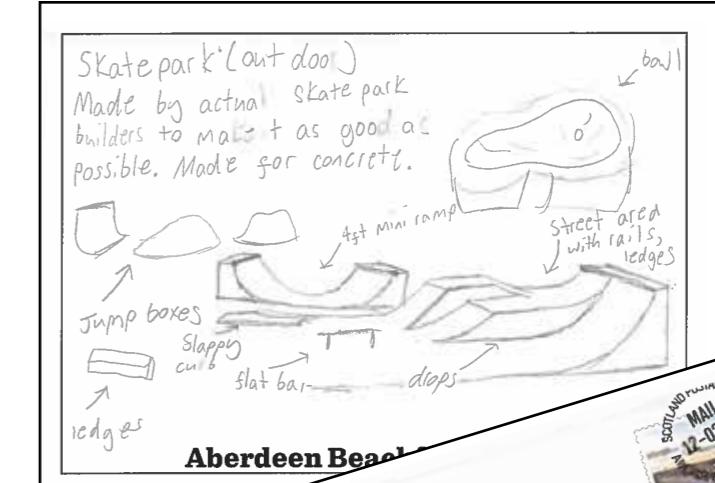
A 50/50 split of less animals at the beach and allowing more animals at the beachfront. A few people were concerned about animal excrement being left in the sand.

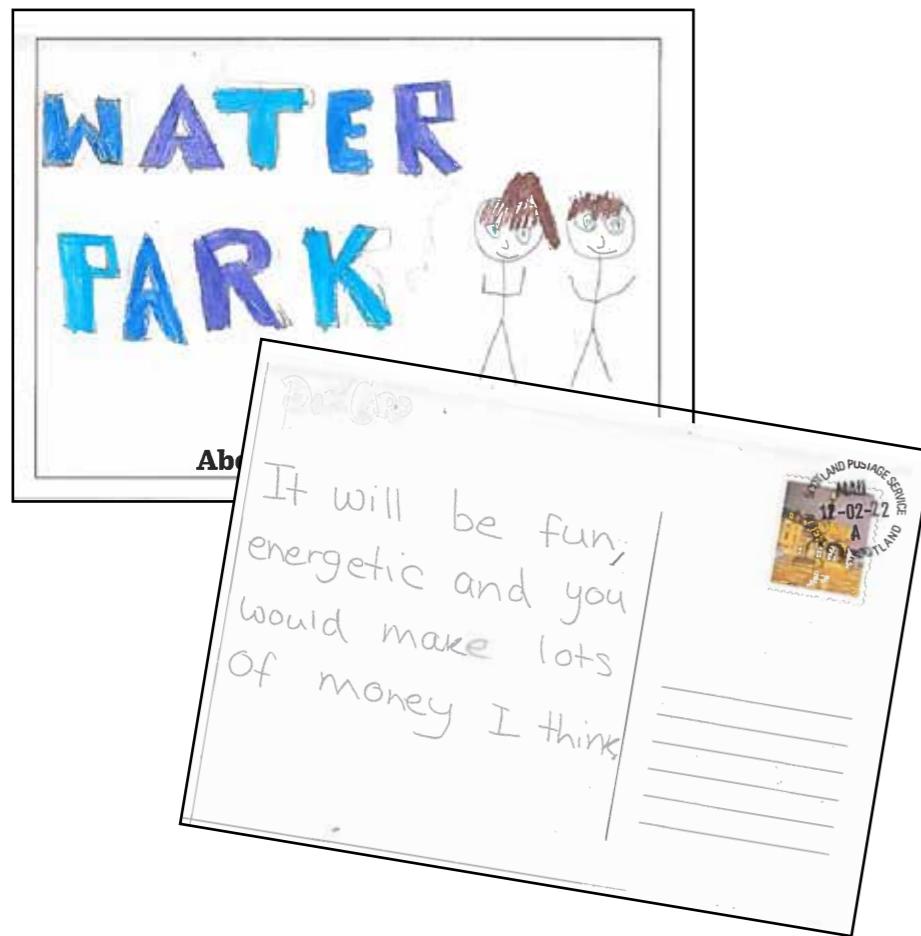
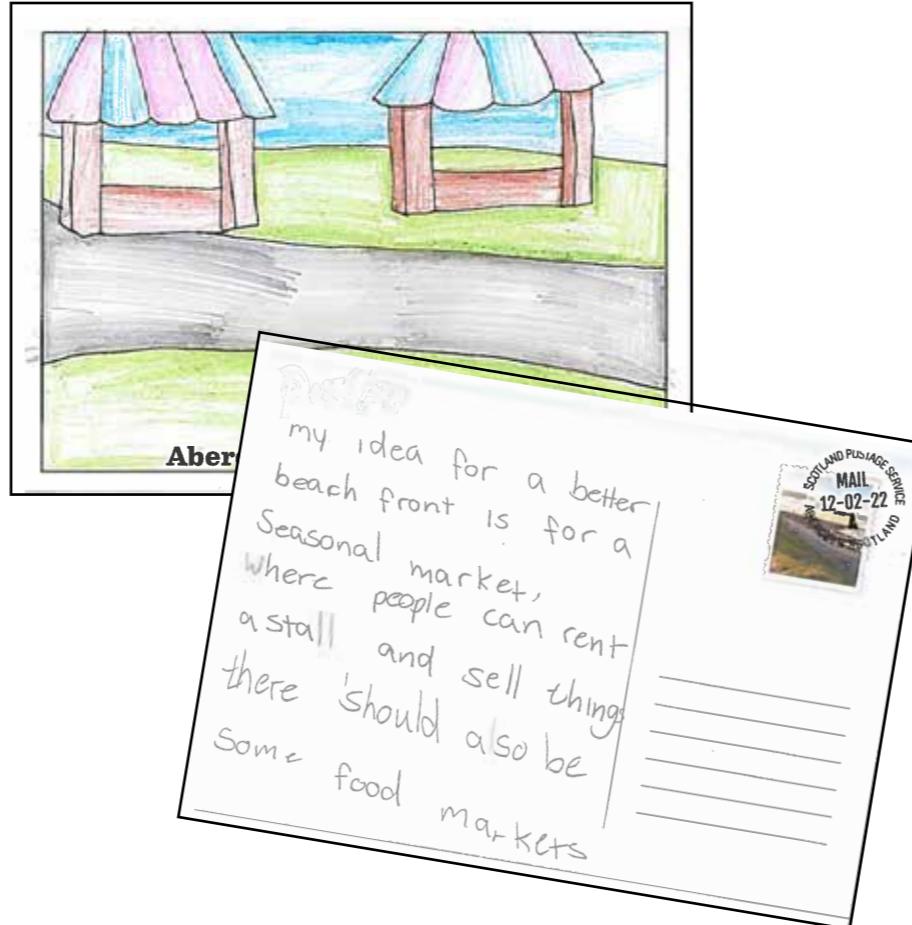
- Aquarium
- More animal friendly
- Feed reindeers during winter months
- Reptiles
- Petting zoo

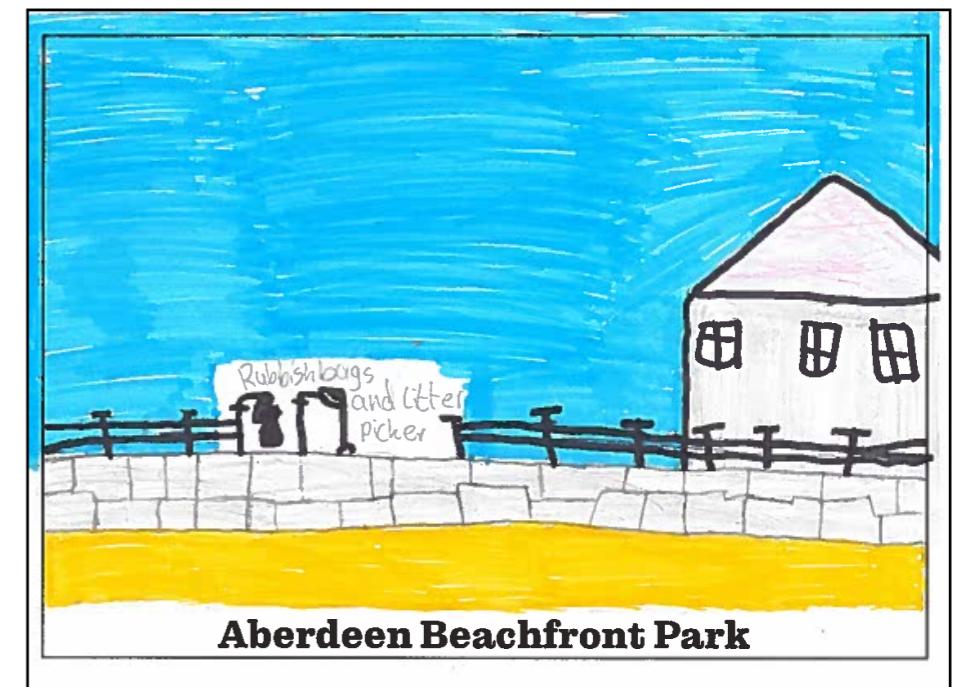
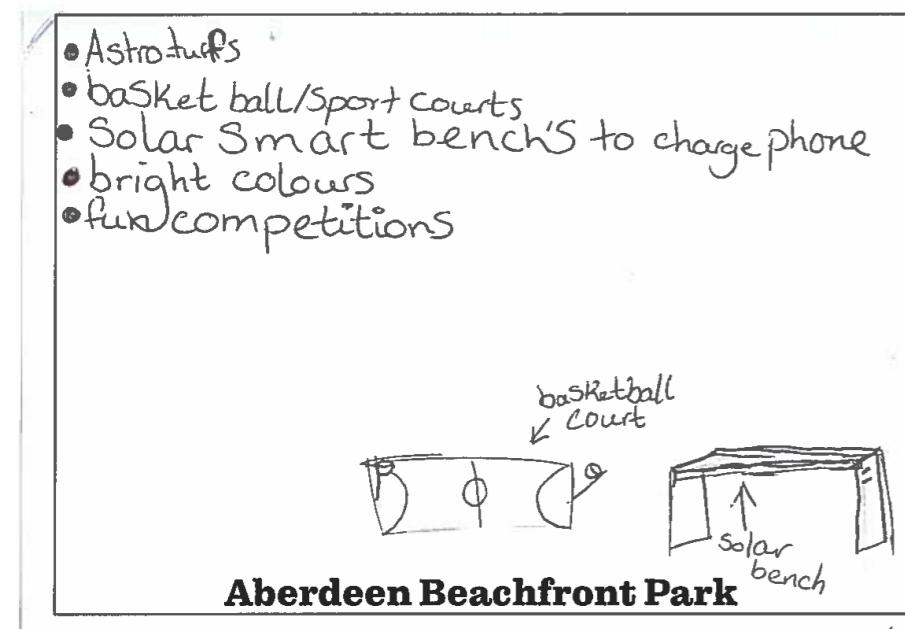
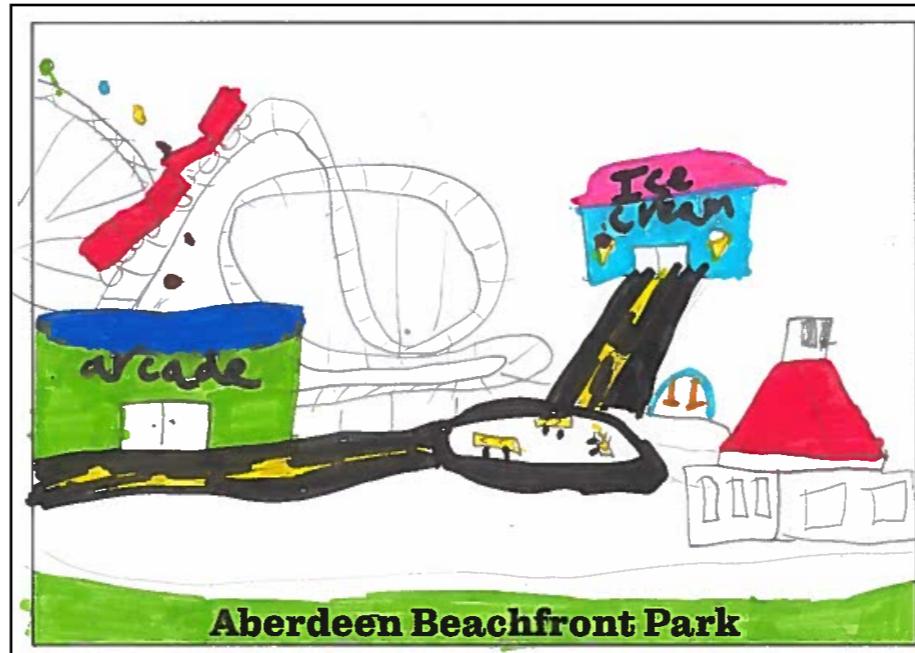
Commercial/Retail and Leisure

A lot of ideas for increased facilities within the new development. A few of the most popular were expanding Cadona's with more rides for adults, places to buy cold drinks and food on hot days, market stalls for small businesses, water sports hiring facilities, restaurants and lighthouse tours.

- New restaurants
- Ice-cream vans
- Surfing shops
- Chocolate shops
- American restaurants like Chik-Fil-A and Wendy's
- Pro Direct store
- Canoe, kayak and paddle-board hire
- Tour around the lighthouse
- Swimming gear, boat hire
- Boat trips
- Drive in outdoor cinema
- New and bigger rides at Cadona's
- Market stalls selling street food
- Beachfront café
- Nando's
- Tesco's
- Build-a-bear
- A club for teenagers and kids
- Cold food on hot days
- Rubber rings to hire
- Opportunity for small businesses to sell their goods from stalls every week
- Bars along the beachfront
- Giftshop
- Tearooms
- Arts and crafts centre
- Vegan restaurants
- Pony trekking rides
- Expand Cadona's into the field beside it
- Jet skis hire
- Water jetpack hire
- New hotels for people to stay on holidays
- Arcade
- Bowling
- Rentable beach huts







YOUTH ENGAGEMENT

A call out was made to all Academies to see which ones would be interested in running the engagement activity before the October holidays. Of the Academies contacted Hazelhead Academy, Northfield Academy, Bridge of Don Academy and Oldmachar Academy expressed interest and were sent details to allow them to access the online questionnaire. This was aimed at S1/S2 and Senior Geography Classes.

In addition the online survey link was also shared with a number of different groups with links to children and young people, these included:

- Youth Tenants Association ACC
- Denis Law Legacy Trust/Streetsport
- Aberdeen Football Community Trust
- CLD Team ACC
- Youth Work Team ACC
- Befriend a Child
- Foyer
- includem
- Police Scotland
- City warden team ACC
- Kings community church
- Aberdeen inspired
- Big Noise
- Sport Aberdeen
- SHMU
- ACVO
- Aberdeen Youth Council
- ACE Voices
- Transition Extreme
- Fersands and Fountain
- Mailing list Management Committees of community centre and learning centre associations

The questionnaire posed the following questions:

- How can the park feel amazing and be unique to Aberdeen?
- What would you like to do when you get there, what would encourage you to visit often?
- What is missing from Aberdeen's beachfront that you want to see?

In total there were 80 responses to the questionnaire (although some responses were co-ordinated responses, and incorporated the views of a group). These responses have all been reviewed and the ideas presented have been recorded opposite. Where ideas were suggested more than once we haven't quantified this however at the beginning of each section we have aimed to provide an overview of the main recurring thoughts and ideas. For ease of reviewing these we have grouped these thematically under topics which naturally emerged as we reviewed the work received.

Play

New play park for both kids and adults were a popular ask along with skate and water parks. A few other common suggestions included obstacle courses, zip lines and general beach games like volleyball and sledging.

- Kids playpark
- Outdoor pool
- Splash park
- Big slides with crash mats
- Zipline
- Sand diggers
- Tyre swings
- Playgrounds
- Water park
- Skate park
- Dirt bike trails
- Better play park equipment
- Trampolines
- Assault / obstacle courses
- Climbing frames for both adults and kids
- Outdoor netball / volleyball
- Beach sledging
- Roller skating
- Giant chessboard
- Rentable floats
- Rock climbing wall

Elements

The frequent ideas that came up were more benches and bins dotted generously throughout the beachfront. Beachfront pier and boardwalk were popular. Other quality of life suggestions include changing facilities, softer planting, taps to wash the sand off of your feet and more areas of socialise with family and friends.

- Public toilet
- Areas to socialise for kids and adults
- More artwork and sculptures
- Seating areas to hangout with family and friends
- Pier along the beachfront
- Unique lighthouse design
- Better beach entrance
- More grass and open space
- New planting
- More bins
- Remove chains from the stairs down to the beach
- BBQ area
- Tap to wash sand off of feet
- Water bowls for dogs
- Fairy lights
- Changing rooms
- Iconic centre piece like the London Eye
- AstroTurf for sports
- Water park – lazy river, tube slides etc.
- Sun loungers with umbrellas
- Benches with phone charger facilities
- Benches for homeless people to sleep
- Fountains
- More trees
- Telescopes to look out at all the passing boats and scenery
- Signs informing people about Aberdeen's unique history
- Bring back the old train that was removed from the park

Character and feeling

A friendly, safe and fun modern experience for all ages groups to enjoy was the general consensus.

- Feel amazing and unique
- Fun
- Nice people
- Cater to all ages
- Safe and social
- Modern and spacious

Appearance

- A clean park
- Better lighting

Safety

Rubbish being left on the beach was a sore spot for many users. More general health and safety concerns were the stairs, pavements and railing needing to be made safer.

- Litter
- Railing along path nearest to the sea
- Stairs to be repaired
- Slippy paths
- Better lighting along the beachfront.

Events

Generally, people were looking forward for an event space where locals could go and watch performers or having renewed interest in terms of weekly or monthly events which would keep the beachfront fresh and exciting.

- Festivals and bands
- Outdoor stage

Layout

New pathways with a softer feel to them seemed appropriate to many.

- Pier walks
- Greenery and flower walks

Travel

Connectivity seems to be crucial to the success of the implementation of the beachfront revitalisation project. Having to cross a busy road to access the beach as well as poor public transportation links appeared to isolate the space and put people off from making the trip. A greater need for more parking was also apparent.

- Bus route from Northfield to the beach
- Bring back the train that linked the park to the beach
- Better connectivity to the beachfront – having to cross a very busy street to get to it
- Bridge over busy roads for pedestrians
- Add a connected cycle lane to the beachfront
- More parking
- Tram from Union Street to the beachfront

Micro climate

- More sheltered areas from the elements

Environment

More sanitised facilities and litter removal / general maintenance along the beachfront

was mentioned a frequent number of times.

- Cleaner toilets
- Litter

Animals

Couple ideas in terms of creating an opportunity for wildlife interaction and learning / accommodating to their needs.

- Aquarium
- Dog huts where they can rest if it is too hot
- Petting zoo

Commercial/Retail and Leisure

A wide variety of commercial and retail needs were raised by the community. Popular facilities included food trucks, drink stands, upgrades and more rides in Codona's.

- Food trucks
- Better rides and facilities at Codona's
- Café at the Lynx ice skate that stays open later for teenagers
- Camping area
- Old fashioned sweet shop
- Boat trips
- Shows and parades
- More diverse restaurants
- Smoothie bar
- Sports centre
- Face painting
- Bars
- Drive in cinema
- Outdoor gym

FLOWERS
CYCLE LANES
PETTING ZOO
CINEMA
PIER
MODERN
WATER PARK
CLEAN
BBQ AREA
SKATE PARK
SUN LOUNGERS
FESTIVALS
FOOD TRUCKS
ARTWORK AND SCULPTURES
CHANGING ROOMS
FOUNTAINS
TREES
MORE BINS
CAFE AT ICE RINK
GRASS AND OPEN SPACE
LIGHTING
TELESCOPES