

PUBLIC CONSULTATION RESPONSE

Consultation and Design Response

Sutton Harbour Holdings plc further engaged with local businesses, community groups, local elected members and statutory bodies since the withdrawal of the previous planning applications. As a direct response to this engagement and the feedback received, the scheme has undergone significant design changes which can be summarised as follows:

- 50% reduction in the footprint of the buildings, with significantly reduced height and massing
- Reduction from four commercial units to two
- Reduction from three kiosk units to one pavillion. Main building is now single storey, resulting in improved views across the Harbour, both from and to the quayside
- Reduction in footprint of the boardwalk with a greater area of open water
- Use of more traditional forms and materials to bring new buildings in line with the local vernacular
- Further enhancement of quay edge waterfront and 'urban realm'
- Additional tidying of the existing Jetty structure
- Inclusion of a Harbour Ferry provision within the scheme when these changes were presented at the most recent consultation event in October 2014, more than three quarters (76%) of attendees either strongly agreed or agreed that the changes were a step in the right direction.

July Public Consultation Event

- Three day public consultation event to launch the Vision for Sutton Harbour, including the Boardwalk project, held from 17 to 19 July. Pre-promotion activity included: Direct Mail to circa 5,000 local households advising them of the event, with links to a website where they could download The Vision document plus a tear off section for people to provide feedback via a freepost address; Direct mail sent to all Plymouth Waterfront Partnership Business Improvement District Businesses inviting them to attend; Direct mail sent to all Plymouth City Centre Company Business Improvement District Businesses inviting them to attend; Direct mail to 150 local businesses and all Sutton Harbour Holdings' tenants inviting them to the event. The Association of Barbican Businesses and Plymouth Chamber of Commerce invited their members to attend.
- Press releases issue on 16 July promoting the event and face-to-face briefing for Plymouth Herald resulting in a page one story and double page spread inside about The Vision for Sutton Harbour and promoting the consultation event.
- Also promoted on Twitter for Sutton Harbour Holdings plc and Experience Sutton Harbour and via Facebook
- Feedback forms were provided as hardcopy and digitally at the event
- Also promoted was the ability to give feedback on the Sutton Harbour Holdings plc website and via Facebook pages for Sutton Harbour, Sutton Harbour Area Consultation Page and also on the Sutton Harbour Marina page.

Feedback from July Consultation Event

- More than 300 people attended the event
- 122 feedback forms were completed
- 53 people asked to be kept informed in the future
- Two thirds (67%) of attendees said they felt well informed or informed about the proposals in The Vision document

(including the Boardwalk project) following their visit. 26% were unsure and wanted further details and 7% said they still felt uninformed

- Almost half (48%) of attendees strongly agreed or agreed that the proposed Vision would help Plymouth meet its overall strategy to grow visitor numbers by 2020 and create jobs. 32% were unsure and wanted more detailed proposals before deciding and 20% disagreed or strongly disagreed.
- Asked to rank what aspect of the future of the Harbour was most important to them the response in descending order was: conservation and heritage (with 60% of these respondents saying they were still optimistic about the future of the Harbour having seen The Vision document and its proposals); the fishing industry; public realm improvements; job opportunities; restaurants and cafes; more animation (eg events); new shops; public safety
- Asked to rank which issues were of most concern the response in descending order was: anti social behaviour; loss of heritage features; increased noise and disruption, cleanliness; over development; the time it will take to deliver; the cost
- Having visited the consultation event 53% of respondents said they were optimistic about the future of the Harbour. 28% said they were not and 19% said they were unsure and wanted more detail.
- Of those who responded having viewed the Vision Document without attending the consultation event, 75% said they were optimistic about the future of the Harbour and 25% said they were not.

October Public Consultation Event

Following July's public drop-in session a further event was held on the 2 and 3 of October to provide more information about three specific projects from The Vision document, namely The Boardwalk, Sugar House, East Quay, and , a proposed cafe on North Quay. This was an opportunity to present the current revised Boardwalk proposal and highlight the significant evolution in the design as a result of feedback already received.

- Pre-promotion activity for this event included:
- Leaflet drop to circa 3,000 residential properties
- Direct mail sent to all Plymouth Waterfront Partnership Business Improvement District businesses inviting them to attend
- Direct mail sent to all Plymouth City Centre Companu Business Improvement District Businesses inviting them to attend
- Association of Barbican Businesses invited their members to attend
- All Sutton Harbour HOLDINGS plc tenants invited to attend
- Press release about the event was issued on 18 September and media interviews given to the Plymouth Herald (resulting in a double page spread) and Plymouth Radio.

Feedback from October Consultation Event

- More than 200 people attended the event
- 69 feedback forms were completed
- 41 people asked to be kept informed in the future
- 91% of attendees said they felt well informed about the three projects being presented to them
- 76% of attendees strongly agreed or agreed that the changes to the revised Boardwalk proposals were a step in the right direction, with 10.5% undecided and 13.5% either disagreeing or strongly disagreeing
- When asked if the proposals would encourage people to visit the Harbour more often 77% of the 48 respondents said yes, 20% said no and the rest were unsure
- Having visited the consultation event 79% of respondents said they were optimistic about the future of the Harbour (compared to 53% at July's event).