

AN AMBITION FOR
HAYLING ISLAND
SEAFRONT



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1.0 INTRO

Hayling Island has been a popular **destination** for over a century. The seafront has a heritage rich in **watersports** and it offers a high-quality **natural environment**. The local tourism sector has great potential to contribute to the local economy, attracting significant visitor spend and supporting over 4,500 jobs across the Borough. The potential growth in the staycation market provides another fantastic opportunity to support a **vibrant economy**. However, there are some key challenges:

- 1 Parts of the seafront would benefit from investment and modernisation
- 2 The coastline is dynamic and vulnerable to coastal flooding and erosion events, particularly during extreme high tides and storms
- 3 The island geography can lead to congestion on the roads during peak holiday season
- 4 The seasonality of the visitor offer means that areas of the seafront are often crowded during peak times but quiet out of season.

Havant Borough Council (HBC) wants to work with local residents, businesses and a range of other key stakeholders to develop and deliver **ambitious** and exciting plans to **enhance** the seafront and create an **inspiring destination**.

We want to develop a new approach to managing the seafront to improve the quality of the resident and visitor experience. We want to explore

opportunities to grow **niche markets** - such as watersports and activity holidays - improve access to the beach, including enhancements to the **Billy Trail**, strengthened connections across the seafront via new and enhanced cycle and walking routes facilitated by clear wayfinding signage.

We want to encourage quality development and the creation of new facilities, including an improved leisure offer and a stronger commercial proposition - one that is sustainable in the long term and supported by a clear brand and identity. We want to protect and enhance the precious natural environment, ensuring that Hayling Seafront remains **happy, healthy and vibrant** for the generations to follow.

This document builds on work undertaken by Hemingway Design (January 2019), Mace (December 2019/20) and a round of public engagement in November 2021. It sets out an **ambition** and **framework** for the future of the seafront, accompanied by a comprehensive **concept plan** and **roadmap to delivery** ensuring that residents, businesses and visitors are a part of this journey. It aims to enhance the range and quality of attractions, improve the **environmental quality** and urban design of the seafront, and connect key attractions in ways that reflect the heritage of the island.

2.0 STRATEGIC ISSUES

A number of key issues were raised during engagement as barriers to delivering the Ambition. These areas of importance or concerns need to be considered alongside any regeneration opportunities and are set out below.

HOUSING & TRANSPORT

The ambition for Hayling Island Seafront is one of many plans and strategies that HBC is developing which relates to Hayling Island. All have their own outputs and objectives, but they also form part of a collective.

This includes the Local Plan, which has significant links to the Ambition Document, in that it allocates sites for development and addresses the transport impact from development across the Island. The ambition for the seafront aims to build on and complement the placemaking aspects of the Local Plan and will direct the Council's ambitions to focus efforts for wider benefits for residents and visitors.

The Local Plan allocates sites, which are all subject to their own planning considerations and a planning application will need to be submitted and consulted on for any of the proposed developments. Further information: <https://www.havant.gov.uk/local-plan>.

The Council understands the issues, complexities and frustrations around access to Hayling Island, in particular when travelling on and off of the Island. We continue to work closely with Hampshire County Council as the Highways Authority to make improvements and it remains a high priority.

A great deal of work has already been done to assess the impact of new development on the transport network. We are also investigating ways of reducing traffic by encouraging active transport and improvements to public transport. The Ambition aims to provide opportunities for visitors to stay for longer, meaning that arrival and departure times would be spread across more of the day, reducing traffic and improving the journey to Hayling Island.

COASTAL MANAGEMENT

The Hayling Island Coastal Management Strategy 2120 is currently being developed. The aim is to produce a sustainable cohesive strategy for managing flood and coastal erosion risk on Hayling Island for the next 100 years. The strategy will address key coastal management issues and climate change risks, identify a route map of sustainable coastal management approaches for the short, medium and long term and outline a programme of

investment for future coastal flood and erosion management on the Island. The key issues this strategy will address include:

- **Flood and erosion risk:** Being an island community, climate change is one of the largest challenges Hayling Island will face. It poses a significant threat to the economy, environment, health and way of life. Rising sea levels due to climate change are predicted to significantly increase the level of coastal flood and erosion risk on the Island. Without coastal defences, there are currently over 330 properties at tidal flood risk during an extreme event. Under the same conditions, but with sea level rise and climate change, this rises to in excess of 2,850 properties at risk of flooding and 1,500 at risk of coastal erosion in 100 years' time
- **Coastal defences:** A significant proportion of coastal defences on the Island are privately owned and maintained, with some defences in a poor / very poor condition and some are near to failure. Some private coastal landowners are unaware of their roles and responsibilities with regards to defence maintenance. This impacts on coastal management and planning policy decisions for areas where coastal defences may or may not be maintained in future



- **Environment:** Preserving the environment is as important as flood and erosion risk. An Island-wide assessment is being undertaken to help understand the impacts of future coastal management works, as well as identifying enhancement opportunities

Erosion at West Beach and beach management at Eastoke: Up-to-date information and the reasons behind decisions relating to erosion and beach management can be found here: <https://coastalpartners.org.uk>. Ambitions for Hayling Seafront will continue to work with Coastal Partners

to align the Coastal Management Strategy with any regeneration ambitions.

WATER QUALITY

Havant Borough Council is not responsible for managing coastal water quality (a function provided by the Environment Agency) and has no legal powers to address it. However, the council understands the impact it has on our environment, our residents and our tourism industry.

As a council, we are committed to working in partnership with relevant parties to help them address issues and ensure the best quality bathing water possible for the borough.

For further information on water quality can be found here: <https://www.havant.gov.uk/water-quality>.

A SEAFRONT AMBITION

HAYLING SEAFRONT - A HAPPY, HEALTHY & VIBRANT PLACE

Hayling Island Seafront is a key asset for the Borough and a focus for regeneration and positive placemaking.

The seafront will become a focus for new investment to grow and sustain a thriving local economy that will transform the area to one that focuses on activity and experience-based tourism, which takes advantage of the natural qualities of the seafront.

The draft Ambition is supported the following series of **design principles**, which are fundamental to supporting a long-term strategy for the coastal destination, that both enhances and preserves:

- 1 Protect the unique character of the coastal landscape and enhance the **natural environment**, supported by a high-quality **public realm**
- 2 Any strategic approach must be responsive to **climate** issues, creating **low carbon footprints**
- 3 Create an **exciting** and **enhanced seafront** and **marine leisure** offer, supported by a **strong brand**, which increases the quality of the resident and visitor experience and opportunities for visitor spend
- 4 Create opportunities to support **active lifestyles** and **health and well-being**, where residents and visitors can experience the landscape through activities including walking, cycling, running and watersports
- 5 Improve **sustainable access** to the beach, including enhancements to the **Billy Trail**. This should incorporate improved connections across the seafront via a new and enhanced cycle and walking route facilitated by clear **wayfinding signage**
- 6 Create a new approach of **managing the seafront** to **improve** the quality of the resident and visitor experience, and ensure the seafront is sustainable
- 7 Create regeneration opportunities that **align** with the **strategic issues** identified within the Island.



SINAH COMMON SSSI

WEST BEACH

BEACHLANDS

EASTOKE

CHICHESTER HARBOUR

THE JOURNEY

ACTIVITY & NATURE

A PLACE TO ENJOY THE NATURAL LANDSCAPE THAT WEST BEACH OFFERS. THERE ARE OPPORTUNITIES FOR ENHANCED WATERSPORTS, PHYSICAL ACTIVITY & OVERNIGHT STAYS

COMMUNITY & LEISURE

A GATEWAY TO HAYLING SEAFRONT, CREATING AN ARRIVAL DESTINATION. A PLACE THAT OFFERS COMMUNITY USES, FOOD & DRINK FACILITIES AND EVENTS SPACE

LEISURE, HERITAGE & CULTURE

A PLACE THAT BRINGS TOGETHER ISLAND CULTURE & HERITAGE WITH AN EXCITING NEW LEISURE OFFER

SOLENT MARITIME SAC



4.0 TODAY 2022



NATURAL ENVIRONMENT

- High natural value seafront environment, including Sinah Common Site of Special Scientific Interest (SSSI), an area designated as a Site of Interest for Nature Conservation (SINC) and the adjacent Solent Maritime Special Area of Conservation (SAC)
- The lowland dry acid grassland and coastal vegetated shingle beach are of biodiversity interest and value
- Blue Flag status achieved for over 27 years
- Championship Hayling Golf Course with spectacular views of the Solent, alongside the two popular Hayling Island Sailing Clubs.



POPULATION*

- The population is estimated to increase to 18,565 in 2021
- 29.6% of the population are over 65, with 24.7% retired. The median age of residents is 52
- In 2011, almost one third of the population were in the 45-64 age group, although this group is predicted to decrease to a quarter while those aged 65 years and over are predicted to increase
- In 2011, 69% of homes were owner-occupied. 15% of Hayling households were occupied by a single resident over the age of 65 years at this time.



LOCAL EMPLOYMENT

- The tourism industry supports 4,589 jobs across the Borough (Tourism South-East 2018)
- Tourism remains a significant employer on the Island, helping to encourage working age families to stay and work locally
- The proportion of unemployed on Hayling Island was 5.9% in February 2021
- 8.4% of the local population are employed within the accommodation and food industry.

* Figures will be updated once the most recent census data is made available.



TRANSPORT & ACCESS

- Two bus services (one on and off the Island) connect Hayling Island with the mainland every 15 minutes
- Hayling Ferry service connects Hayling with Eastney Point, and operates summer and winter timetables
- The Island suffers from a fragmented public rights of way network, made up mainly of short linear routes, and little formal horse riding provision. The main cycling route is on the A3023 which can cause disruption to the traffic
- The main recreational provision is concentrated on the south coast and at the Hayling Billy disused railway.



5.0

THE FUTURE POTENTIAL

VISITOR OPPORTUNITIES

- Create **opportunities** for visitors that allow them to collect as many **unique experiences** as possible, creating lasting memories and encouraging future visits. Enable visitors to find out as much as possible about the destination before getting there
- Improvements to the **quality** of each destination and the activities available, encouraging visitors to stay longer and enjoy a day out at Hayling Seafront. This should enable visitors to **combine** their visit with **learning additional skills, self-improving activities** or trying **new experiences**
- Development of new **quality offers** within the **lower to mid-market accommodation range**
- **Improvements to the quality of the visitor experience**, encouraging holiday park guests to explore outside of their resort and increasing the wider economic benefits to the Island
- Address the **seasonality of visitor offer** on the seafront, enhancing the visitor experience and encouraging visits outside of the school holidays from specific market segments

- Improvements to **public spaces**. The pandemic has shown how vital these spaces are. They are more than nice amenities - they are **vital community hubs**. The pandemic has encouraged **innovation** in the use of spaces, far beyond the confines of traditional activities. Programming and maintenance should be a key component of the recovery
- Accommodation of a greater level of **staycation visits**, creating opportunities for a greater influence on UK tourism. The pandemic has affected the way in which people travel, both domestically and for tourism following restrictions. A rise in UK-based staycations has risen following the ease of movement and travel. For example, according to Visit Britain, during summer 2021 overnight and day trips were most popular to coastal and seaside towns. Day trips were popular across all demographics but were most popular with pre-nesters and families. Domestic tourism is expected to be the main driver of travel and tourism recovery according to Oxford Economics 2021.



ACTIVITY OPPORTUNITIES

- Potential to develop a **strong brand for active pursuit and activity holidays** which benefits its niche location, underpinned by its heritage as the home of windsurfing and its popularity as a walking location
- Hayling Island has a **rich history** such as the WWII trail, COPP memorial, Roman fort and railway. These interests are attractions for both residents and visitors. There are **opportunities to provide a heritage centre** that reflects on the Island's rich history

- The **love of local** is common ground for people taking activity holidays on the English coast
- Successful holidays should not just be about the activity - **the local scenery, accommodation, food and drink, and other attractions** play an important part
- The **ideal activity holiday** should involve at least three different active experiences, blended with a mix of other activities. Consumers like to **pick and mix activities** to create their own personal activity holidays, as well as combining these active experiences with other general holiday pursuits such as visiting sights, shopping, entertainment

- There is an opportunity to improve communication about provision and ease of access for these activities to encourage more people to participate. The presence of an **activity hub facility** on Hayling Island seafront could support tourism growth by providing **information** about the range of activities available, alongside local maps and guidance, and free Wi-Fi access. The offer to boost tourism growth will also improve activity options for residents, benefitting them too.



6.0 OPPORTUNITIES FOR ALL

An exciting opportunity exists to revitalise Hayling Island seafront, catering for the local island population, as well as attracting visitors and encouraging them to stay longer by providing a range of activities catering for all ages. **West Beach, Beachlands** and **Eastoke** provide hubs around which to focus regeneration activities, with the **connections between** them of equal importance.

Key opportunities to address the challenges outlined on page 5 and realise the draft ambition for Hayling Island seafront include:

- Preserving and enhancing **areas of wilderness and concentrating tourism** and residential development in the three key activity hubs
- A sensitive and targeted approach to investment, regenerating and improving the tourism economy and encouraging further investment and job creation, creating an **exciting commercial offer**
- Improving **access to and across the seafront for all**, encouraging greater participation in healthy lifestyle activities, such as walking, cycling and watersports. This should include capitalising on the **Billy Trail** to

connect the seafront to the rest of the island, as well as with Havant town centre, providing stronger links to the seafront's catchment area

- Better **connections and improved public realm** between the three activity hubs, through a looped network of foot and cycle paths, building upon the informal trails that already exist. Provision of well-considered interventions along the seafront, with activities located along the entirety of the beach between the three hubs to create a unique journey. A clear **wayfinding strategy** which identifies the three hubs of activity, their locations, respective attractions, and the routes and spaces in between creates a unified and connect seafront
- Improving the offer of the seafront through the **promotion of place**
- These opportunities should all be underpinned by a new and smarter way of managing the seafront, which addresses **climate change** through initiatives such as the creation of a **plastic-free seafront**, advocating the use of sustainable alternatives.



CONCEPT PLAN

BEYOND THE BEACH

OPPORTUNITY FOR AN EXTENDED WALKING & CYCLING LOOP TOWARDS THE FERRY BOAT INN & SINAH COMMON

NATURE ROUTE

MEANDERING ROUTE THROUGH THE BACK OF THE BEACH & SINAH COMMON SSSI. PROVIDES AN OPPORTUNITY TO ADMIRE THE WILDLIFE & VIEWS OF THE COAST

SEA FRONT ROAD LINKS

PROVISION OF INTER-CONNECTIVITY BETWEEN SEA FRONT ROAD & THE BEACH. LINKING TO BUS STOPS & ACCESS POINTS

THE PEBBLES

'PLACE OF INTEREST' STRINGING THE KEY HUBS TOGETHER, SUCH AS A NEW CAFE

BEACH FRONT WALK

CONNECTS ALONG THE LENGTH OF THE BEACH, PROMOTING HEALTHY LIFESTYLES. THE WALK IS MORE FORMAL AT THE ACTIVITY HUBS & MORE NATURAL FOR THE JOURNEY BETWEEN

BEYOND THE BEACH

OPPORTUNITY FOR AN EXTENDED WALKING & CYCLING LOOP TOWARDS HAYLING ISLAND SAILING CLUB

WEST BEACH ACTIVITY & NATURE

WATERSPORTS & ACTIVITY HUB, COUPLED WITH A MORE DIVERSE FOOD & BEVERAGE OFFERING AND SENSITIVELY DEVELOPED BEACH-BASED VISITOR ACCOMMODATION. ACCOMMODATION COULD BE DEVELOPED AROUND OVERNIGHT STAY BEACH HUTS, CAMPER VAN OR OVERNIGHT STAY, THAT COULD SIT LIGHTLY WITHOUT DETRACTING FROM THE HIGH QUALITY NATURAL ENVIRONMENT

BEACHLANDS COMMUNITY & LEISURE

A GATEWAY TO HAYLING SEAFRONT, CREATING A NEW ARRIVAL EXPERIENCE TO THE BEACH. A PLACE THAT OFFERS THE COMMUNITY A PUBLIC SPACE, THAT CONNECTS THE BEACH TO THE SEAFRONT AND CAN FUNCTION AS A DESTINATION FOR OUTDOOR EVENTS, LOCAL MARKETS AND VIEWS OF THE SEA

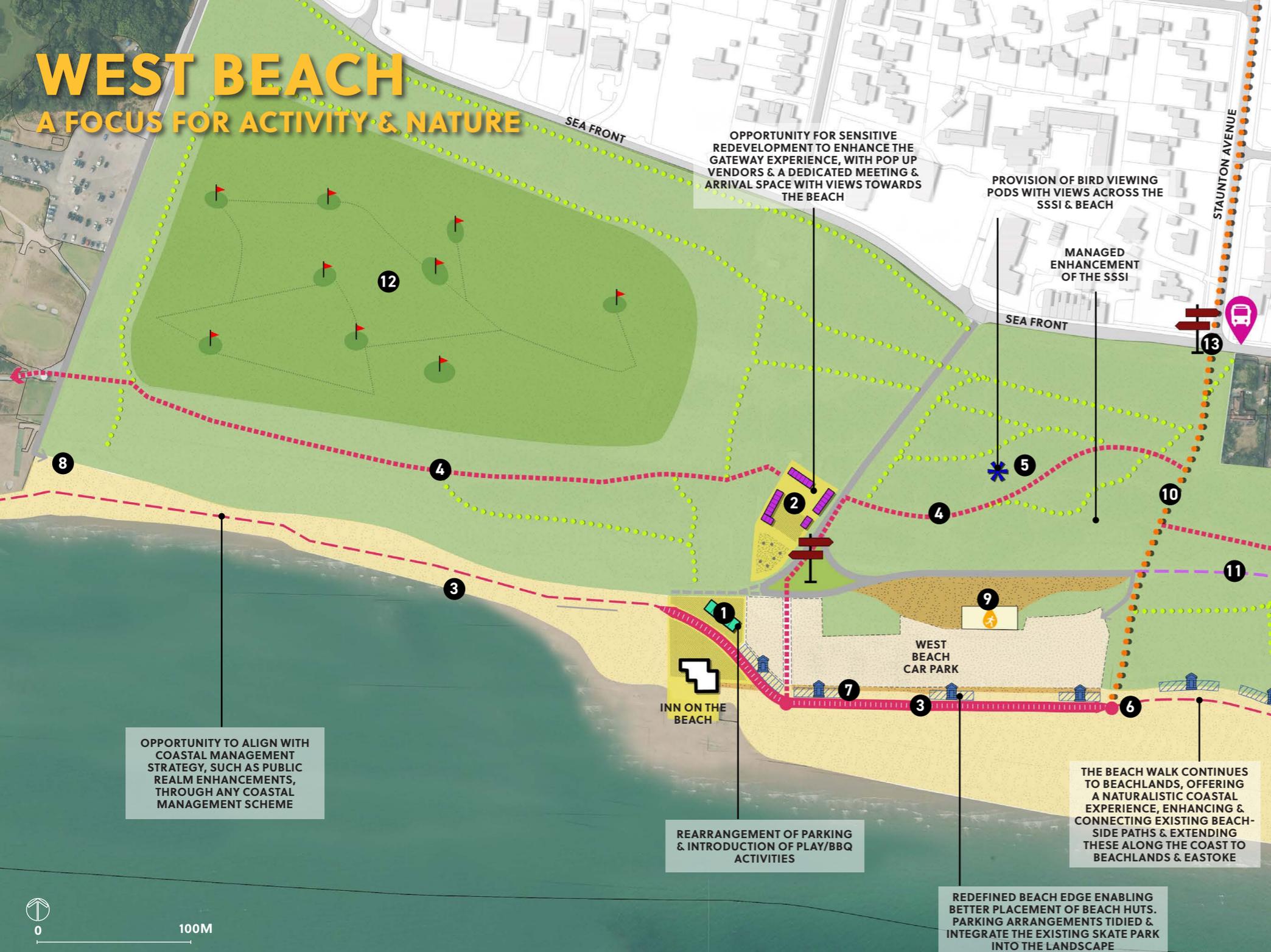
EASTOKE LEISURE, HERITAGE & CULTURE

EXCITING LEISURE FOCUS WITH A MIXTURE OF SMALL-SCALE REGENERATION FACILITIES TO ENCOURAGE BEACH, BAR & OUTDOOR ACTIVITIES AND A PLACE THAT BRINGS TOGETHER ISLAND CULTURE & HERITAGE

- BEACH FRONT WALK - FORMAL
- BEACH FRONT WALK - INFORMAL
- NATURE ROUTE
- FOOT/CYCLE LINK ALONG EXISTING LANE
- INFORMAL FOOTPATH
- BILLY TRAIL
- EXISTING RAILWAY LINE
- POTENTIAL AREA FOR BEACH HUT ARRANGEMENT
- CHANGING/OVERNIGHT STAY HUTS/SHIPPING CONTAINERS
- POP UP FOOD/DRINK VENDORS
- EXISTING BUILDING
- PROPOSED RESIDENTIAL BUILDING
- PROPOSED MIXED USE BUILDING
- VISITOR INFO/TOILET FACILITY
- MEETING/BBQ AREA
- BEACH
- SINAH COMMON
- PROPOSED PARKING
- BERM/DECORATIVE SCREEN TO SCREEN PARKING
- LONG-TERM OPPORTUNITY FOR REDEVELOPMENT OF THE FUNFAIR SITE
- THE PEBBLES- PLACE OF INTEREST/CAFE/KIOSK
- NATURE VIEW HUT
- COPP
- HAYLING SKATE PARK
- HAYLING SEASIDE RAILWAY STATION
- BUS STOP
- WAYFINDING
- BEACH FRONT ACTIVITY

WEST BEACH

A FOCUS FOR ACTIVITY & NATURE



OPPORTUNITY FOR SENSITIVE REDEVELOPMENT TO ENHANCE THE GATEWAY EXPERIENCE, WITH POP UP VENDORS & A DEDICATED MEETING & ARRIVAL SPACE WITH VIEWS TOWARDS THE BEACH

PROVISION OF BIRD VIEWING PODS WITH VIEWS ACROSS THE SSSI & BEACH

MANAGED ENHANCEMENT OF THE SSSI

OPPORTUNITY TO ALIGN WITH COASTAL MANAGEMENT STRATEGY, SUCH AS PUBLIC REALM ENHANCEMENTS, THROUGH ANY COASTAL MANAGEMENT SCHEME

REARRANGEMENT OF PARKING & INTRODUCTION OF PLAY/BBQ ACTIVITIES

THE BEACH WALK CONTINUES TO BEACHLANDS, OFFERING A NATURALISTIC COASTAL EXPERIENCE, ENHANCING & CONNECTING EXISTING BEACH-SIDE PATHS & EXTENDING THESE ALONG THE COAST TO BEACHLANDS & EASTOKE

REDEFINED BEACH EDGE ENABLING BETTER PLACEMENT OF BEACH HUTS. PARKING ARRANGEMENTS TIDIED & INTEGRATE THE EXISTING SKATE PARK INTO THE LANDSCAPE

Key principles have been developed for West Beach to become a focus for nature and activities:

- A quiet, open and natural area, preserving and enhancing the existing character. Interventions will be subtle and modest, embedded within the environment of an aesthetic wild landscape
- An innovative 'Blue Park', allowing greater access to water-based activities whilst protecting the environment and building on the history of watersports on the island
- A hub for health and well-being, enabling people to experience and understand what is special

about the natural environment through a broad range of outdoor activities. Provision of an alternative experience to the typical tourist offer, as well as an excellent facility for residents

- Introduction of artwork along the beach front and nature walks, referencing the island's history and the natural environment. Incorporation of art within visual screens and berms to screen parking, creating a more positive interface with the beach
- A multi-generational experience where people can come together and socialise and immerse in the natural beach front environment.

- | | | | |
|----|--|-------|--|
| 1 | WATERSPORTS CENTRE, INCLUDING TEACHING & TRAINING FACILITIES FOR ALL ABILITIES | ■ | NATURE ROUTE |
| 2 | LOCATION FOR STREET FOOD VENDORS, MEETING AREA & BBQ SPACE | — | FOOT/CYCLE LINK ALONG EXISTING LANE |
| 3 | BEACH FRONT WALK | ●●● | INFORMAL FOOTPATH |
| 4 | NATURE ROUTE | ●●●●● | BILLY TRAIL |
| 5 | SSSI/NATURE VIEWING HUTS | ■ | POTENTIAL AREA FOR BEACH HUT ARRANGEMENT |
| 6 | BEACH FRONT BEACON | ■ | CHANGING/OVERNIGHT STAY HUTS/SHIPPING CONTAINERS |
| 7 | BEACH HUTS POSITIONED TO SCREEN CAR PARKING | ■ | POP-UP FOOD/DRINK VENDORS |
| 8 | WATERSPORTS ACTIVITY | □ | EXISTING BUILDING |
| 9 | HAYLING SKATE PARK INTEGRATED WITHIN THE LANDSCAPE | ■ | MEETING/BBQ AREA |
| 10 | EXTENSION OF THE BILLY TRAIL TO THE BEACH | ■ | BEACH |
| 11 | EXISTING LANE CLOSED TO VEHICULAR TRAFFIC & USED AS CYCLE & PEDESTRIAN LINK | ■ | SINAH COMMON |
| 12 | BEACHLANDS GOLF COURSE | ■ | PROPOSED PARKING |
| 13 | POTENTIAL CROSSING FOR PEDESTRIANS/CYCLES & WHEELCHAIRS AS PART OF BILLY TRAIL | ■ | BERM/DECORATIVE SCREEN |
| | | ■ | NATURE VIEW HUT |
| | | ■ | HAYLING SKATE PARK |
| | | ■ | BUS STOP |
| | | ■ | WAYFINDING |
| | | ■ | BEACH FRONT ACTIVITY |
| | | — | BEACH FRONT WALK - FORMAL |
| | | - - | BEACH FRONT WALK - INFORMAL |



ACTIVITY

West Beach offers great heritage with watersports and links to the natural coast, sympathetic development can bring a focus of watersports activity and facilities for both local residents and visitors to the beach.



PROVISION OF A DEDICATED HUB FOR WATERSPORTS



WATERSPORTS ACTIVITY CENTRE, STORAGE & SHOP CREATES A HUB OF ACTIVITY



SUP RENTAL FACILITIES, ALONGSIDE OTHER WATERSPORT POP-UPS



POTENTIAL FOR PERMANENT STRUCTURES COULD BE DESIGNED INTO THE LANDSCAPE



SCREENING WALL BETWEEN THE CAR PARK & BEACH PROVIDING FOR INTERACTION & DELIGHT



ARTWORK INSTALLATIONS COULD BE USED TO CREATE A LINK ALONG THE BEACH

NATURE

West Beach has retained much of its natural beauty, with proposals looking to enhance this natural setting, with dedicated routes and viewing pods/huts that allow the enjoyment of the natural setting.



MODERN, YET SYMPATHETIC PODS THAT SIT DISCREETLY IN THE LANDSCAPE



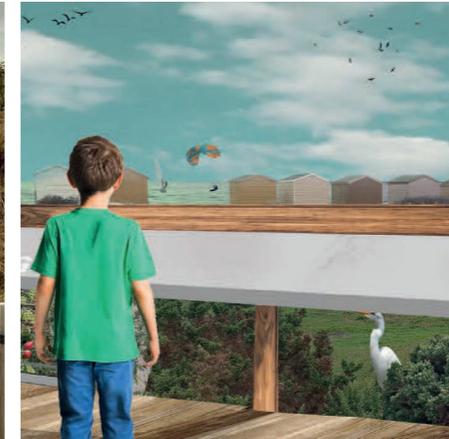
USE OF PUBLIC REALM TO CREATE A SIMPLE & CLEAN TRANSITION TO THE BEACH EDGE



PROVISION FOR DOG WALKING, BOTH ALONG THE BEACH & WITHIN THE LANDSCAPE BEHIND



NATURAL MATERIALS CAN HELP IN SHAPING & FRAMING NEW ROUTES



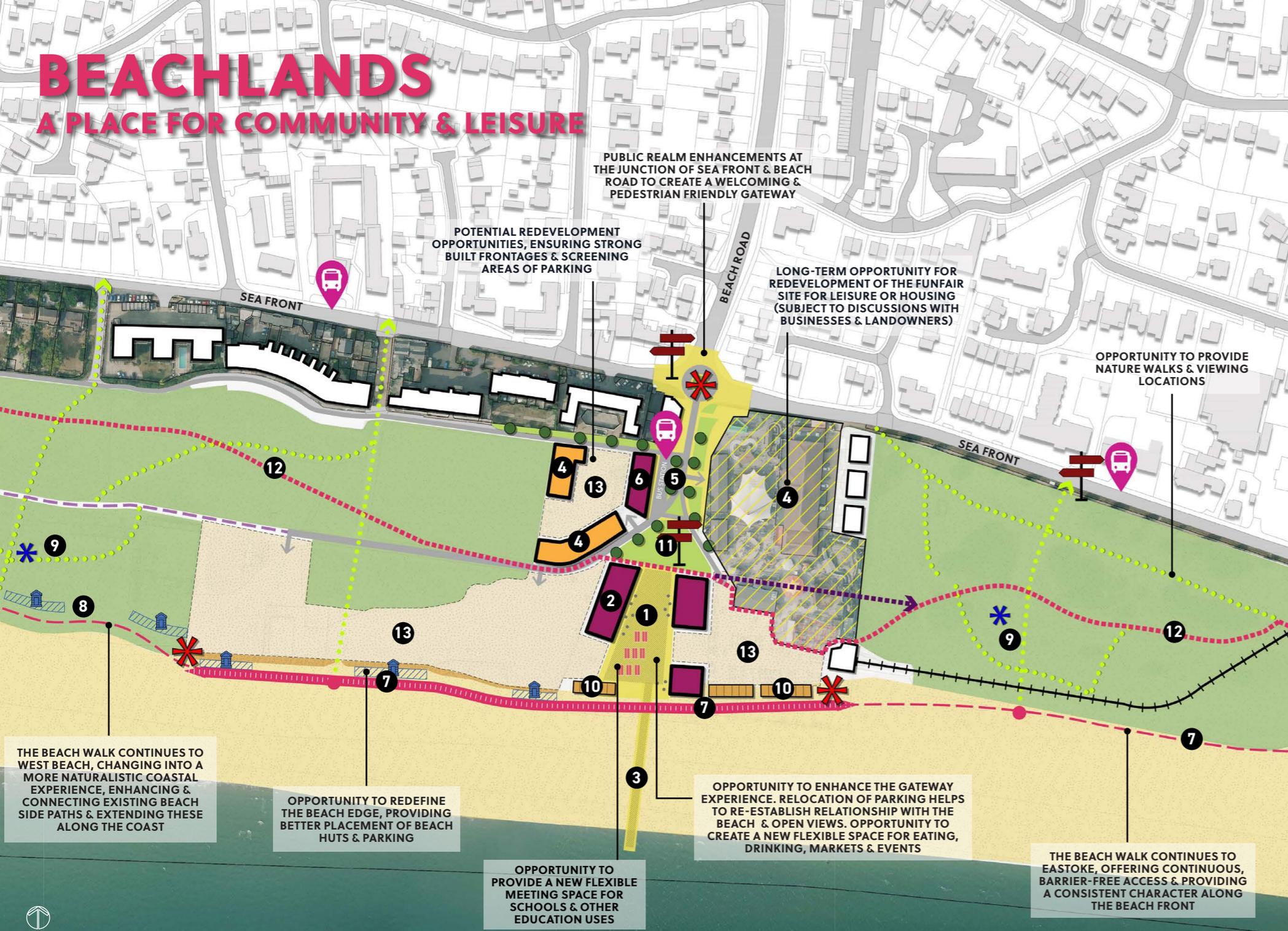
PLACES TO VIEW & INFORM THE PUBLIC OF THE HISTORY & NATURE, INCLUDING THE SSSI



USE OF SIGNAGE & WAYFINDING

BEACHLANDS

A PLACE FOR COMMUNITY & LEISURE



Key principles have been developed for Beachlands that set it as a focus for community and leisure:

- Creation of an arrival experience that connects Hayling Island with the beach, becoming a destination
- Provision of a new flexible public space for local markets, events, outdoor seating and views of the sea
- Extension of the public realm across Sea Front, creating an improved gateway to the beach and a pedestrian friendly environment
- A formal section of the beach front walk interacts with the proposed

public space, with a feature groyne making the seafront accessible to all

- Beyond areas of activity, the beach front walk changes character to reflect the changing environment along the beach
- Potential small-scale and family friendly over-night or short stay opportunities overlooking the beach
- Potential provision of an amphitheatre as a multi-functional space
- A co-ordinated approach to beach huts, including maximising sea views.

1	DESTINATION SPACE FOR OUTDOOR EVENTS		POTENTIAL AREA FOR BEACH HUT ARRANGEMENT
2	MIXED-USE BUILDINGS WITH GROUND FLOOR FOOD & DRINK UNITS, WHICH SPILL OUT ONTO THE SQUARE		OVERNIGHT STAY HUTS/SHIPPING CONTAINERS
3	FEATURE GROUYNE ACCESSIBLE FOR ALL		EXISTING BUILDING
4	POTENTIAL FUTURE DEVELOPMENT OPPORTUNITY		PROPOSED RESIDENTIAL BUILDING
5	BUS DROP-OFF / BUS STATION		PROPOSED MIXED USE BUILDING
6	VISITOR CENTRE WITH RESIDENTIAL ABOVE		PUBLIC REALM
7	BEACH FRONT WALK		BEACH
8	BEACH HUT FRONTAGE		SINAH COMMON
9	SSSI/NATURE VIEWING HUTS		PROPOSED PARKING
10	OVERNIGHT STAY / CHANGING ROOM BEACH HUTS FOR HIRE		BERM/DECORATIVE SCREEN TO SCREEN PARKING
11	GATEWAY GREEN SPACE		LONG-TERM OPPORTUNITY FOR POTENTIAL REDEVELOPMENT OF THE FUNFAIR SITE
12	NATURE ROUTE		THE PEBBLES - PLACE OF INTEREST/ CAFE/KIOSK
13	CAR PARK		NATURE VIEW HUT
	BEACH FRONT WALK - FORMAL		BUS STOP
	BEACH FRONT WALK - INFORMAL		HAYLING SEASIDE RAILWAY STATION
	FOOT/CYCLE LINK ALONG EXISTING LANE		WAYFINDING
	INFORMAL FOOTPATH		BEACH FRONT ACTIVITY
	NATURE ROUTE		PROPOSED TREE
	FUTURE ROUTE		
	EXISTING RAILWAY LINE		

THE BEACH WALK CONTINUES TO WEST BEACH, CHANGING INTO A MORE NATURALISTIC COASTAL EXPERIENCE, ENHANCING & CONNECTING EXISTING BEACH SIDE PATHS & EXTENDING THESE ALONG THE COAST

OPPORTUNITY TO REDEFINE THE BEACH EDGE, PROVIDING BETTER PLACEMENT OF BEACH HUTS & PARKING

OPPORTUNITY TO PROVIDE A NEW FLEXIBLE MEETING SPACE FOR SCHOOLS & OTHER EDUCATION USES

OPPORTUNITY TO ENHANCE THE GATEWAY EXPERIENCE. RELOCATION OF PARKING HELPS TO RE-ESTABLISH RELATIONSHIP WITH THE BEACH & OPEN VIEWS. OPPORTUNITY TO CREATE A NEW FLEXIBLE SPACE FOR EATING, DRINKING, MARKETS & EVENTS

THE BEACH WALK CONTINUES TO EASTOKE, OFFERING CONTINUOUS, BARRIER-FREE ACCESS & PROVIDING A CONSISTENT CHARACTER ALONG THE BEACH FRONT



COMMUNITY

Longer term aspirations could involve bringing new homes to the area to create a good quality living opportunities consisting of new modern homes for families. Natural materials could help reflect the coastal location. Any new homes must be designed to consider the flood risk of the coastline.



LEISURE

Beachlands can become a key destination for both the community and visitors, creating a public space that links Sea Front to the beach and provides the opportunity for outdoor events, gallery space and rentable spaces or overnight stay.



LEISURE ACTIVITIES FOR PEOPLE OF ALL AGE GROUPS TO ENJOY

A UNIFIED WALK ALONG THE BEACH, CHANGING CHARACTER ALONG ITS LENGTH TO REFLECT ITS SURROUNDINGS

THE PEBBLES - AREA OF INTEREST THAT CONNECT THE THREE MAIN BEACHES AND CREATES THE JOURNEY



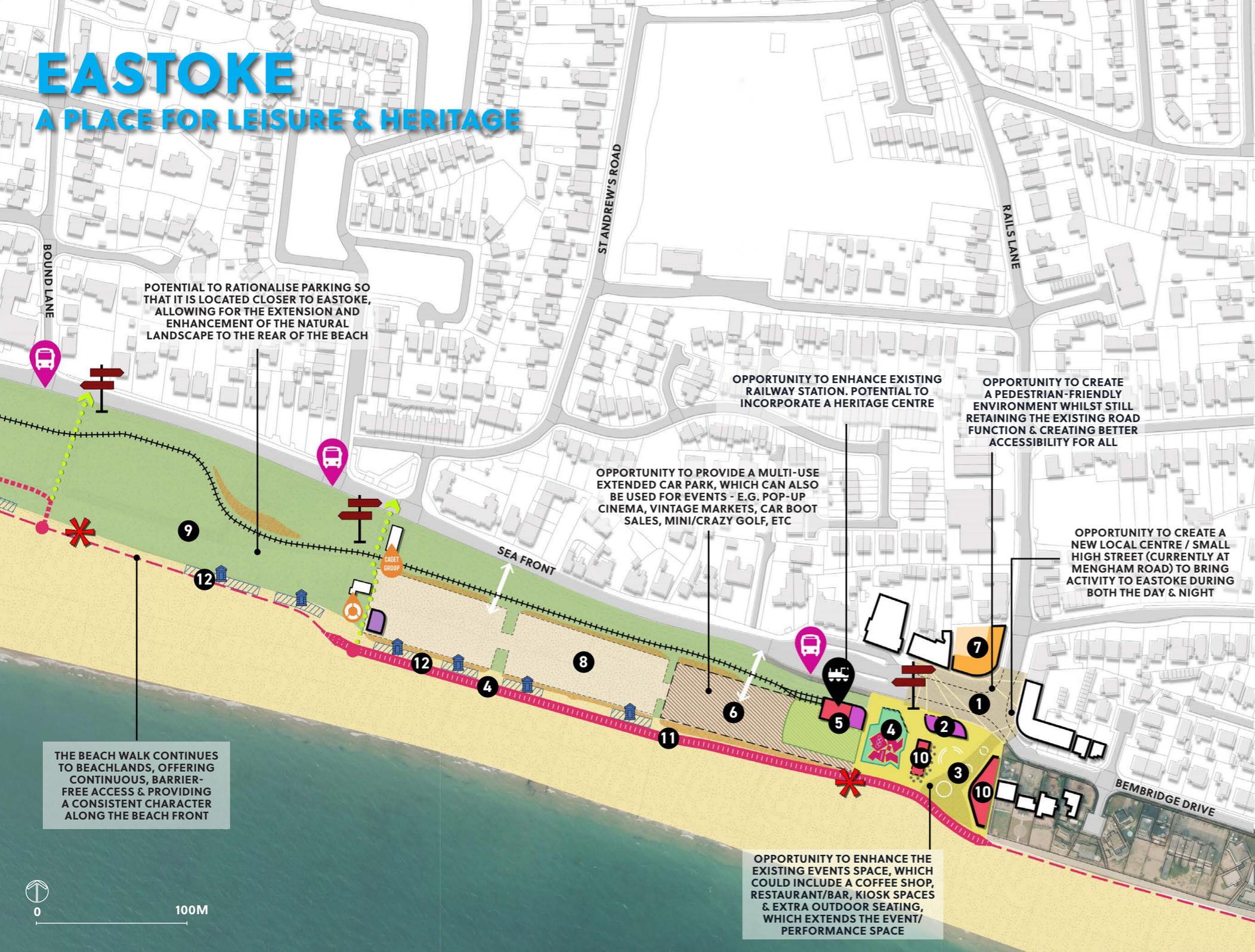
COASTAL DEFENCES CAN ALSO BE USED AS EXTENSIONS TO PUBLIC REALM

ROUTES THAT ENCOURAGE CYCLING AND ACTIVITY

INTEGRATING THE WORLD WAR II TRAIL & COPP MEMORIAL AS PART OF WIDER WALKING ROUTES

EASTOKE

A PLACE FOR LEISURE & HERITAGE



POTENTIAL TO RATIONALISE PARKING SO THAT IT IS LOCATED CLOSER TO EASTOKE, ALLOWING FOR THE EXTENSION AND ENHANCEMENT OF THE NATURAL LANDSCAPE TO THE REAR OF THE BEACH

OPPORTUNITY TO ENHANCE EXISTING RAILWAY STATION. POTENTIAL TO INCORPORATE A HERITAGE CENTRE

OPPORTUNITY TO CREATE A PEDESTRIAN-FRIENDLY ENVIRONMENT WHILST STILL RETAINING THE EXISTING ROAD FUNCTION & CREATING BETTER ACCESSIBILITY FOR ALL

OPPORTUNITY TO PROVIDE A MULTI-USE EXTENDED CAR PARK, WHICH CAN ALSO BE USED FOR EVENTS - E.G. POP-UP CINEMA, VINTAGE MARKETS, CAR BOOT SALES, MINI/CRAZY GOLF, ETC

OPPORTUNITY TO CREATE A NEW LOCAL CENTRE / SMALL HIGH STREET (CURRENTLY AT MENGHAM ROAD) TO BRING ACTIVITY TO EASTOKE DURING BOTH THE DAY & NIGHT

THE BEACH WALK CONTINUES TO BEACHLANDS, OFFERING CONTINUOUS, BARRIER-FREE ACCESS & PROVIDING A CONSISTENT CHARACTER ALONG THE BEACH FRONT

OPPORTUNITY TO ENHANCE THE EXISTING EVENTS SPACE, WHICH COULD INCLUDE A COFFEE SHOP, RESTAURANT/BAR, KIOSK SPACES & EXTRA OUTDOOR SEATING, WHICH EXTENDS THE EVENT/PERFORMANCE SPACE

Key principles have been developed for Eastoke that set it as a destination for both leisure, heritage and culture, building on previous public realm improvements and existing events:

- Extending the public realm to provide a greater space for outdoor entertainment and events, providing new public seating and creating a more pedestrian-friendly environment, reducing the presence of cars
- Provision of outdoor kiosks, creating the opportunity for a variety of food, drink and retail offerings

- Provision of a new beach bar or restaurant to help to create a relaxing beach environment that spills into the a new outdoor activity space and onto the beach
- Incorporation of toilet facilities as part of a new tourist and visitor centre, which creates a new frontage onto Sea Front and a space for outdoor activities
- New high quality residential, creating new frontage at the junction of the Sea Front and Rails Lane.

- | | | | |
|----|--|-----|--|
| 1 | PEDESTRIAN-FRIENDLY CROSSING | ●●● | INFORMAL FOOTPATH |
| 2 | SEA FRONT VISITOR CENTRE & TOILET FACILITY | | EXISTING RAILWAY LINE |
| 3 | EXTENDED EVENT SPACE, SCREENED FROM VEHICULAR TRAFFIC & EMBRACING ITS RELATIONSHIP WITH THE BEACH | 🏠 | POTENTIAL AREA FOR BEACH HUT ARRANGEMENT |
| 4 | OUTDOOR GYM RETAINED AND INCORPORATED INTO THE PUBLIC REALM, WITH AN EXTENSION OF FITNESS TRAIL DESIGNED INTO THE BEACH FRONT WALK | 📦 | OVERNIGHT STAY HUTS/SHIPPING CONTAINERS |
| 5 | HAYLING SEASIDE RAILWAY STATION EXTENSION, IMPROVING RELATIONSHIP TO PUBLIC REALM, USES MAY INCLUDE A CAFÉ / WAITING AREA | 🏠 | EXISTING BUILDING |
| 6 | FLEXIBLE EVENT/LEISURE SPACE | 🏠 | PROPOSED RESIDENTIAL BUILDING |
| 7 | POTENTIAL DEVELOPMENT OPPORTUNITY | 🏠 | PROPOSED MIXED USE |
| 8 | CONCENTRATION & RATIONALISED OF CAR PARKING CLOSER TO EASTOKE | 🏠 | VISITOR INFO/TOILET FACILITY |
| 9 | RESTORED PARKLAND FOR USE AS A KITE PARK | 🏠 | PUBLIC REALM |
| 10 | OUTDOOR KIOSKS AND BEACH BAR/ RESTAURANT FRAMING THE EVENTS SPACE | 🏠 | BEACH |
| 11 | BEACH FRONT WALK | 🏠 | SINAH COMMON |
| 12 | BEACH HUT FRONTAGE | 🏠 | PROPOSED PARKING |
| | BEACH FRONT WALK - FORMAL | 🏠 | BERM/DECORATIVE SCREEN TO SCREEN PARKING |
| | BEACH FRONT WALK - INFORMAL | ✳️ | PLACE OF INTEREST/CAFE/KIOSK |
| | NATURE ROUTE | 🌿 | NATURE VIEW HUT |
| | FOOT/CYCLE LINK ALONG EXISTING LANE | 🚒 | COASTGUARD |
| | | 🚌 | BUS STOP |
| | | 🚂 | HAYLING SEASIDE RAILWAY STATION |
| | | 📍 | WAYFINDING |
| | | 📍 | BEACH FRONT ACTIVITY |



LEISURE

Eastoke is well-located for access to holiday accommodation on the island and has the potential to offer a family-friendly environment during the day and night.



INFORMAL BAR & DINNING WITHIN A NEW PUBLIC SPACE



OUTDOOR SEATING THAT SPILLS ONTO THE BEACH EDGE, CREATING A VIBRANT DAY & NIGHT LIFE LOCATION



PEDESTRIAN FRIENDLY STREETS CREATING A UNIQUE SENSE OF IDENTITY



KIOSKS & VANS OFFER FLEXIBLE SPACES TO SELL GOOD QUALITY FOOD & GOODS



RESHAPED PUBLIC SPACE PROVIDING THE OPPORTUNITY TO HOST LARGER OUTDOOR EVENTS, FESTIVALS AND OPEN AIR CINEMAS



THE BEACH FRONT WALK EXTENDS TO EASTOKE, INTEGRATING AREAS OF SEATING, REST & FITNESS ALONG ITS LENGTH

HERITAGE & CULTURE

West Beach brings the opportunity for living, visiting, culture, heritage and relaxing or keeping fit. The site offers great potential and variety in its location and as part of the wider beach journey.



BEACH BAR SEATING CAN EXTEND OUT ONTO THE BEACH



INCORPORATING & ENHANCING THE EXISTING RAILWAY STATION



POP-UP FOOD VANS OFFER VARIETY & THE CHANCE FOR LOCAL RESTAURANTS TO CAPTURE TOURIST TRADE



FLEXIBLE SPACES ALLOW FOR A VARIETY OF SEASONAL EVENTS



CHILDREN'S PLAY REFERENCES THE CHARACTER & MATERIALS OF THE COASTLINE



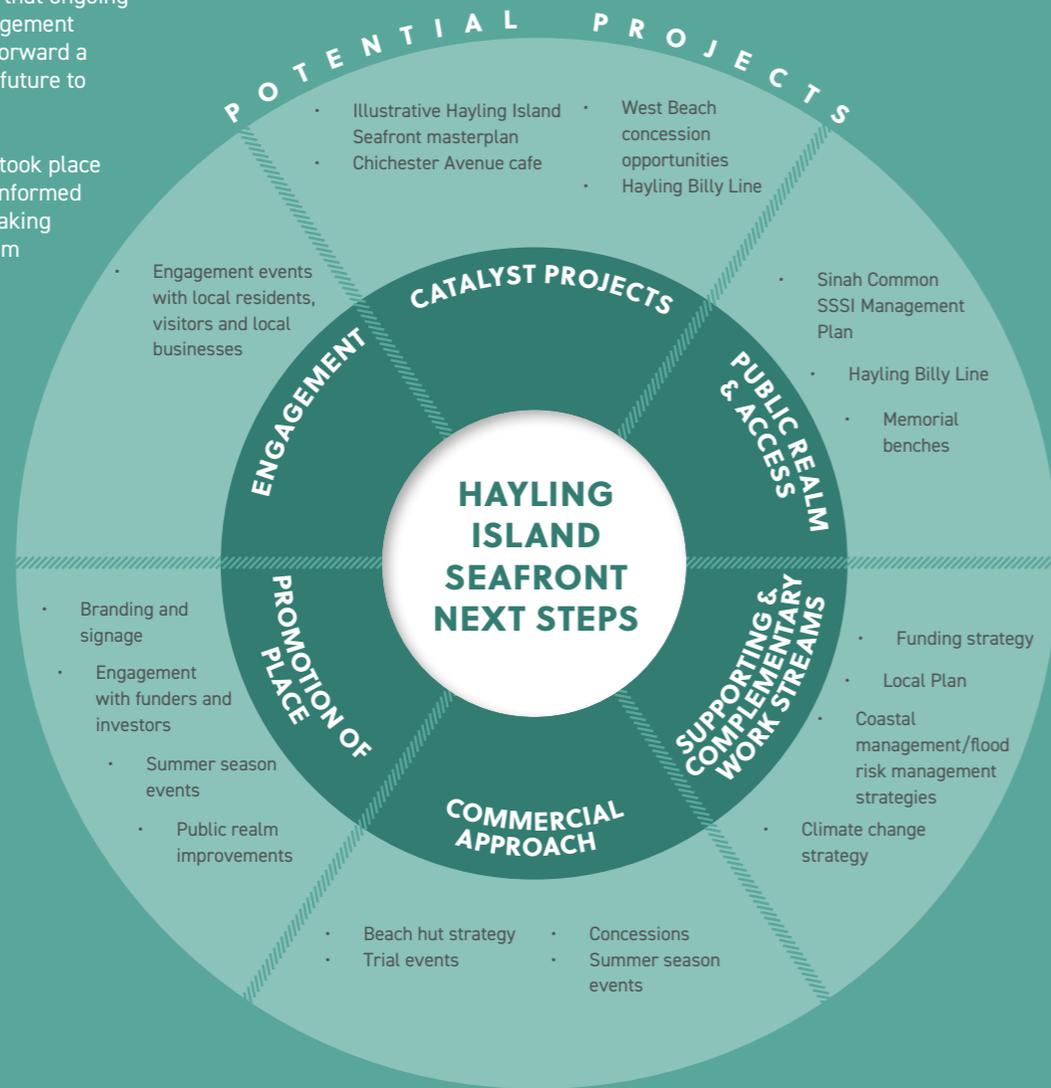
INCORPORATING THE EXISTING OUTDOOR GYM INTO THE PUBLIC REALM

NEXT STEPS

The Council understands that ongoing communication and engagement is important in bringing forward a realistic and sustainable future to Hayling Island Seafront.

Engagement events that took place in November 2021 have informed the Ambition Document taking into account feedback from local residents, visitors, local businesses and schools on the Island.

The next steps illustrates a series of potential projects that we are exploring to aid the delivery of the Ambition.



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