

## Emsworth Shopping Survey

The people of Emsworth gave a great endorsement to our town centre when they completed the Emsworth Shopping Survey. There were over 300 responses to the survey published in last October's EMS representing at least 500 people.

Our food shops were extremely popular with 50% of the survey group saying they do half or nearly all of their food shopping in Emsworth. This is despite, or perhaps because, there is no major supermarket in the town, 23% gave 'friendly traders' as one of the things they liked best about shopping in Emsworth.

### Parking around the town

People were constructively critical as well as supportive. There were over 200 comments about parking. Most were aimed at improvements and/or making it free everywhere for limited periods. Better signs to all the town's car parks were suggested. There were many variations on the combination of the free parking time allowed, where, who should get it more than others and for how long. Palmers Road is invariably underused so perhaps there should be a discount there taking pressure off overused sites. The steps up to the underpass can be difficult for elderly people. More provision for disabled visitors, cyclists and more on street parking are all wanted. Bridge Street car park is being used by rail commuters instead of shoppers.

Other suggestions included: put an absolute ban on any parking where roads are the narrowest, utilise vacant plots around the Baptist Church area and consider building a double storey car park on the South Street site.

### How can Emsworth shopping be improved?

There were about 120 comments on how shopping in the town could be made more attractive to locals and visitors alike. Many were happy to keep it unchanged while others wanted shops selling clothes for younger people and ladies, books, stationary, crafts and wool among

other products. Queuing in and parking around the Co-Op store could be improved.

Opening hours should be extended to include one late-night shopping event and Wednesday closing stopped altogether. A free delivery service would be welcome, as would less clutter around pavements, proper crossing places and a loyalty card scheme.

While Emsworth generally was considered friendly, customer service could always be improved. There was concern that Emsworth must not become like other centres with too many estate agents, banks and charity shops.



### Conclusions

Emsworth enjoys a strong sense of loyalty from its mainly local customer base. In all but books, shoes and clothes, it has the largest market share in all of the categories covered by the survey.

Despite the many comments on parking, most people find a place in less than 10 minutes. A high percentage of people, walk or ride to the shops. There is a significant number in favour of traffic calming and more marked crossings. People like shopping in the town because it's friendly, convenient and there's a Post Office. Most

places are reasonably accessible to disabled visitors and people with prams and push chairs. The survey did not touch on the town's location or its pubs, restaurants and other attractions but these are very much a part of the Emsworth experience as are the many EBA events.

The main opportunities for improvement are around parking charges and spaces, opening times, extending the range of shops, especially clothes for younger people, a good bookshop and handicrafts. Staying competitive, friendly and distinctive will remain the main ingredients for maintaining Emsworth's vitality in the future.

The prize draw: a bottle of champagne donated by Emsworth Home Hardware was won by Jane Stuttard.

Ray Cobbett and Richard Jannaway

## Making a Lasting Difference - Together - Emsworth Youth Project, Stage 2

"What are the good and bad things about living in Emsworth?" and "What is your vision for a better Emsworth?" These are the questions asked at the 'Making a Lasting Difference - Together' Youth Conference held at the Brookfield Hotel on 11th November. Sixty young people from our two primary schools, Glenwood Special Needs School and from Warblington Comprehensive School spent a morning discussing these questions and the ideas they came up with was amazing. As one person put it, "The thought and effort the young people put into generating ideas was great and the quality of their contributions is mind-blowing."

A short article cannot do justice to their ideas, but you can view them in full - and add your own comments - on the website: [www.emsworthresidents.co.uk](http://www.emsworthresidents.co.uk) Overall, the young people showed enjoyment and concern for the environment and appreciation of their schools. But they would like Emsworth to be a cleaner, safer place with more for them to do and somewhere to meet their friends. They would also like Emsworth to be a place where "Everyone is looked after and no-one is sad or left on their own" and "Everyone gets on and resolves

conflicts". It seems they are telling us, as school reports used to say, that our community "must try harder".

Stage 3 of the project is for a group of young people, the E3C Committee, working with adults from local community organisations, schools, children's and youth services, to develop an action plan. One suggestion in the short term is for young people to create a mural under the bridges which connect Washington Road to the recreation ground in Hordean Road. Another suggestion is to provide seating with shelters at the skate park. This should encourage adults to stay, and through their presence, support younger users who tell us they can feel intimidated.

In the longer term, we are looking for premises for a dedicated youth facility in Emsworth. If you might be able to help with this or have ideas for 'Making a Lasting Difference - Together', please post your ideas on the website or send an email to me: [jean.tier@ntlworld.com](mailto:jean.tier@ntlworld.com) Thank you.

We are very grateful to the Brookfield Hotel for hosting the Youth Conference, the Emsworth Food Festival for financial support and Guinness Hermitage for management and administrative support of the project.

Jean Tier, Emsworth Community Board

## Flood Risk

Dr Mike Bateman, Chairman of the DEFRA Southern Regional Flood Defence Committee gave a clear and chilling report to the October ERA QGM on the work of the regional flood defence committee. He explained what they can, and just as importantly, what they cannot do to prevent flooding over the next century.

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## Tree Planting

As part of National Tree Week, children from Emsworth Primary School, helped by Emsworth Tree Wardens, planted 30 young trees in their school grounds. The trees were provided free by the Woodland Trust's Tree For All scheme. Compost, tree guards and mulch, essential to give the young trees a good start, were provided by a generous donation from the ERA.

National Tree Week, first started in 1975, is the UK's largest tree celebration, annually launching the start of the winter tree planting season. This year it ran from 25 November to 6 December. The Woodland Trust's Tree For All campaign is the most ambitious children's tree-planting project ever launched in the UK. The Trust plans to help 1 million children plant 12 million trees over the next five years.

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Charlotte digging a hole for the first tree

### A SUMMARY OF YOUNG PEOPLE'S VISION FOR EMSWORTH

What we like about Emsworth	Things we don't like about Emsworth	What would make Emsworth better
<b>The Town &amp; People</b> Cafes, shops, restaurants, friendly people who respect your views	<b>Anti Social Behaviour</b> Drug dealers, vandalism, prank calls which waste emergency services' time	<b>Feeling Safer</b> Better footpaths and lighting, more cycle lanes, CCTV, more people in charge in the parks
<b>Activities &amp; Events</b> Sailing club, our schools, skate park, Emsworth Show	<b>Lack of things to do</b> No leisure centre, no swimming pool, Food Festival cancelled, not enough clubs - cricket, rugby, football, skate park needs expanding	<b>Having more to do after school</b> Somewhere to go, a youth club, family events, more to do in the parks, modern shops, a small cinema
<b>The Natural Environment</b> The sea, the harbour, the millpond, countryside, Brook Meadow, open spaces, Emsworth is small and we don't want to ruin it	<b>The Built Environment</b> Busy roads, smelly public toilets, train station is not user-friendly, the gas holder, not enough parking spaces	<b>A Cleaner Environment</b> More bins including dog bins, dog wardens, cleaner pond, refurbish bus stops and train station, fewer cars and more bicycles, gas holder sorted out, being energy efficient

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