

Hamlet Court Road Public Survey – Spring 2023

Summary Comment

The survey attracted 126 respondents which although generally disappointing for the extent of the survey publicity (MS newsletter, Facebook, HCRiH event) does represent a good number of opinions from which useful conclusions can be drawn. Many of the respondents (91.8%) indicated use of Facebook which is likely to have prompted most of the responses.

The road as exists was given an average mark of 51 (range 14-90), a mid-range mark indicating both some good levels of support but also criticism, which does fit with anecdotal comments received over time and the rest of the survey.

Respondents indicated good levels of use of the existing road (84% occasional to frequent use, 40% regular use). These levels noticeably increased when assuming an improved 'thriving and pleasant' road with almost 42% anticipating frequent use and 95% predicting regular or more use. This is a positive indicator for good change.

A key question was what would make most difference in the road with Better Environment and Streetscape a clear preference. Better Safety score highly, fitting in with the many comments received about anti social behaviour and crime. Interestingly, as a second choice, a street market scored well.

Comments were received on this and the following questions which can be read below. There were many interesting comments.

The questions then drilled down into each of the main areas of difference suggested in the survey.

Better Accessibility: Maintaining free on street parking and improving the street design for pedestrians and road users ranked highest.

Better Environment and Streetscape: Improved street cleaning was the clear preference. Surprisingly, given the terrible refuse problem, this did not rank higher (perhaps the 'co-ordination' aspect to the question was not fully understood. Also, Christmas lights ranked poorly despite pre-survey supportive comments having been received over time and two participants commenting in favour.

Better Marketing: Events were the clear preference with little support to digital and other promotion suggestions. This is an interesting call for real life activity over virtual activity.

Better Safety: Improved uniformed presence was the clear preference with crime reduction a close second. All other options ranked much lower.

A Street Market: Food/Drink came out on top followed closely by Flea/Vintage/Antique and then General. Monthly or fortnightly and Saturday or Sunday were the preferences.

Respondents (overall)	126
Do you use any of the following:	
Facebook	112 (91.8%)
Twitter	50 (41%)
Instagram	82 (67.2%)
LinkedIn	61 (50%)

On a ranking scale of 0-100 where 100 is the best score how would you score Hamlet Court Road as it is today?
(125 respondents) 51 average mark

How do you currently use the businesses or community enterprises in Hamlet Court Road? (125 respondents)

Never or just pass through	4 (3.2%)
Occasionally (say 1-3 times monthly)	35 (28%)
Regularly (say 1-3 times weekly)	50 (40%)
Frequently (e.g. 4 or more times weekly)	20 (16%)
Daily (e.g. I work in the road)	16 (12.8%)

If Hamlet Court Road was a thriving and pleasant shopping/eating/drinking/community road how do you think you'd use it? (124 respondents)

Never or just pass through	1 (0.8%)
Occasionally (say 1-3 times monthly)	5 (4%)
Regularly (say 1-3 times weekly)	45 (36.3%)
Frequently (e.g. 4 or more times weekly)	52 (41.9%)
Daily (e.g. I work in the road)	21 (16.9%)

Which of the following areas of improvement could make the most difference in Hamlet Court Road? Please rank them in priority order (1 being the most important). If you have another suggestion please describe it under 'Something Else' (122 respondents)

Ranked	1 st	2 nd	3 rd	4 th	5 th	6 th
Better Accessibility - improved transport to/from the area, awareness of transport opportunities and better parking	23 (18.9%)	12 (9.8%)	17 (13.9%)	15 (12.3%)	17 (13.9%)	38 (31.2%)
Better Environment & Streetscape - a cleaner and greener environment and provide an attractive and welcoming ambience	61(50%)	31 (25.5)	21 (17.2%)	4 (3.3%)	4 (3.3%)	1 (0.8%)
Better Marketing - a wider awareness of the offer, increase dwell time and improve footfall through marketing, events and promotions	3 (2.5%)	10 (8.2%)	15 (12.3%)	23 (18.9%)	31 (25.4%)	40 (32.8%)
Better Safety - improved safety and the perception of safety and security	19 (15.6%)	26 (21.3%)	24 (19.7%)	27 (22.1%)	18 (14.8%)	8 (6.6%)
A Street Market - a regular destination market (e.g. flea/food/vintage) to help regenerate the road	12 (9.8%)	32 (26.2%)	28 (23%)	21 (17.2%)	21 (17.2%)	8 (6.6%)
More Activities - encourage a variety of regular on-street and business/community activities to help regenerate the road	4 (3.3%)	11 (9%)	17 (13.9%)	32 (26.2%)	31 (25.4%)	27 (22.1%)

Something else? (public comments – 49 respondents)

Businesses working together and with community groups which most currently do not.

Can buses operate as well if possible

Get rid of the beggars and shop lifters

Related to the points on the previous page: the streetscape needs to include the frontages of buildings and businesses held accountable to have tidy and inkeeping signage. Need to stop the people sat on the floor outside coop/tesco/sainsburys.

Return of parking

More local shops like green grocers and fishmongers

The beggars, the mess - rubbish, litter and fly-tipping all need to be removed and regularly cleaned (jet-washed). The road needs to be 'policed' on an hourly basis. These are essential if the changes required are to have a lasting impact.

Longer opening hours for cafes

More cafe culture.

Cleaner Street; greater diversity of shops - more deli type

Less charity shops, more big-name stores. Refurbishment of old Blockbuster site at top of road. Less beggars. Nicer pubs!

Litter pickers

Getting rid of the smack heads and anti social behaviour

Shop keepers keep their own doorsteps clean and swept, as they do in Spain. Rubbish removed from street. People asking for money consistently sitting near cash machines is intimidating. More variety of shops others that's cafes.

A better range of shops

Independent Artisan businesses ie deli/bagel shop/

Greater protection and preservation of historic buildings

No empty shops and a good variety of independents

more diverse independent shops for daily needs, as they exist in Leigh Broadway

Get rid of the drunks and homeless

Encourage a variety of businesses by securing some security for the roads businesses. Risks of theft and people causing trouble coming in will but businesses off.

Xmas street decoration, have the cleaning company do daily street cleaning,

Eliminate southend council make hamlet ct rd independent

Get rid of the alcies, the rubbish, the old empty buildings and other eyesores.

What is the purpose of Hamlet Court Road? What does it want to be? How can it achieve that? Who can make it happen? Is a 'Flea market' the best you have to offer?

There needs to be more reason to visit... We need actual shops.

Parking is crucial

Tree lined cafe/ restaurant pedestrian areas. Clean the steps from station and toilet car park. Both ways into Hamlet Road are horrible

Art community involvement. Maybe a street art festival or installation

Stopping beggars, alcohol and other antisocial activities

Local companies in the road to put out special offers for weeknight dining and drinks

Linking to safety - the amount of drunken people, beggars, drug users and shoplifting is appalling.

Move homeless beggars and alcoholics off the road and car park.

More of "cafe culture" kind of vibe would make the area more appealing. Like Leigh Broadway

Help the drunk and homeless people ; often I won't go into the shop intended as feel awfully sad seeing them and always asking for money I can't afford to help every time I pop to HCR

Get rid of the anti-social behaviour

Move on the homeless and druggies. Fine fly tippers. Keep the streets litter free. Encourage better quality shops, fewer junk and charity shops.

Don't pedestrianised. Not everyone can walk up and down full length so need access to park nearer the businesses

More outside seating

Fix the terrible conditions of all buildings at the junction with London Road

City Link radio service more visible. Ditto police/Community safety visibility

More awareness that this is also a residential area so changes need to work for both retail and residents. I feel residents tend to come second fiddle to retail

Parking for residents, residents of hamlet don't have anywhere to park

Makes ne more cleaner. And make heathy street. More police on our road.

Warden patrols

Honestly I love the road and only wish there were more cafes that opened late rather than bars!!

Less piles of rubbish (particularly on corner near Chicken Star and outside the yellow studio building) and an initiative to connect the charity shops as a great location for second hand shopping / bargain hunting. Young people want this! E.g. Instagram for HCR or trend of Hamlet Court Finds.

The whole area needs a jet wash and deep clean. Cafe culture would be amazing for HCR.

What rank would you give to actions that should be taken for Better Accessibility? (110 respondents)

Ranked	1st	2nd	3rd	4th	5th	6th
Improve the road design for pedestrians and road users	42 (38.1%)	21 (19.1%)	22 (20%)	11 (10%)	9 (8.2%)	5 (4.6%)
Improved transport links, particularly bus links	10 (9.1%)	29 (26.4%)	26 (23.6%)	28 (25.5%)	10 (9.1%)	7 (6.4%)
Maintain free on-street parking (time limited)	46 (41.8%)	24 (21.8%)	16 (14.6%)	9 (8.2%)	8 (7.3%)	7 (6.4%)
Introduce fair parking charges (e.g. free half hour then graduated charges)	7 (6.4%)	21 (19.1%)	21 (19.1%)	24 (21.8%)	13 (11.8%)	24 (21.8%)
Improvements for cycling	2 (1.8%)	10 (9.1%)	13 (11.8%)	19 (17.3%)	43 (39.1%)	23 (20.9%)
Improved signage and mapping	3 (2.7%)	5 (4.6%)	12 (10.9%)	19 (17.3%)	27 (24.6%)	44 (40%)

Any other important Better Accessibility comment? (public comments – 35 respondents)

Relay the road and pavements

Make pavement easier to navigate

Bays on HCR should be for 30 minutes only, then all paid parking in the car park at the crossroads. Having said that, the way people park on the St John's - London road portion often means driving down this part of the road is tricky, therefore a redesign might be better.

I feel HCR is accessible but I live nearby. There possibly is too much road traffic however.

Southend in Sight is a charity supporting local people living with visual impairment and blindness. It is important for our service users that care is taken to keep the pavements clear and navigable, and that improvements made are not just visual.

Introduce a north-south bus route in Westcliff! To get from the Bell to HCR you must go via Southend Victoria!

SAFETY

Eliminate parking control no traffic wardens

Is Hamlet Court Road in accessible? I don't think it is. Making it pedestrianised during shopping hours - gates top and bottom - would make a difference.

I think people need to accept that in our area people prefer to drive, and more buses would actually be a nightmare for the small road.

Free on street parking is a necessity

Better signposted car parks. And improve car park at the top of hamlet court road - it feels unsafe due to all the people who hang out by the toilets

Widen the pavement.

Loading bays for businesses

A big sign saying Hamlet Court Road at top and bottom across the road (like Carnaby Street) so people don't just drive past along the London Road not really aware that it is a shopping/restaurants/bars area.

More greenery especially on railway bridge at bottom of road with better access to train station. Reduce traffic on street and slow traffic down - widen pavements. Better pedestrian crossings. Make pedestrians have right of way like Oxford Street in London

It's difficult down that road as you cannot create extra parking, and there is a large car park at the top of the road

Side streets should not have become permit only often if can't park I won't return and do my errands elsewhere

Better places for shops to load during the day

Pedestrianise all or part of HCR

Get rid of this stupid residents only parking, especially in Leonard Road where only one side of the road has housing!

Review parking layout and blue badge spaces.

Car parks should be free for a certain time as opposed to allowing HCR access to the parking permit scheme, which would be to the detriment of residents

The new permits and lack of spaces are causing people who work on the road or visitors to park in nearby roads or on double yellow lines. We frequently have people parking over our driveways and see cars parking on the pavement on ditton court road

Roads be more safety.

HCR is well served by public transport and car parks

Improving pavements around the area would help

Shops need to be wheelchair accessible. Most are not unfortunately.

What rank would you give to actions that should be taken for a Better Environment and Streetscape? (111 respondents)

Ranked	1 st	2 nd	3 rd	4 th	5 th	6 th
Christmas Lights	17 (15.3%)	12 (10.8%)	9 (8.1%)	17 (15.3%)	16 (14.4%)	40 (36%)
Improved street cleaning	46 (41.4%)	36 (32.4%)	16 (14.4%)	7 (6.3%)	5 (4.5%)	1 (0.9%)
Improved floral displays	11 (9.9%)	17 (15.3%)	25 (22.5%)	30 (27%)	24 (21.6%)	4 (3.6%)
Improvements to street furniture	5 (4.5%)	10 (9%)	14 (12.6%)	31 (27.9%)	28 (25.2%)	23 (20.7%)
Anti litter and fouling campaign	16 (14.4%)	17 (15.3%)	29 (26.1%)	13 (11.7%)	23 (20.7%)	13 (11.7%)
Improved and co-ordinated refuse collection	16 (14.4%)	19 (17.1%)	18 (16.2%)	13 (11.7%)	15 (13.5%)	30 (27%)

Any other important Better Environment and Streetscape comment? (public comments – 35 respondents)

Deal with criminal behaviour that blights HCR: aggressive begging, theft, violent assault. Also prosecute those residents & businesses that repeatedly dump litter on the streets. It's the same few who do it every week yet there's not the will to tackle this issue head on.

Do poo is all over pavements can something be done to improve this . Also dog owners throw the bags of poo anywhere in the street

New pavements and re surface the road

If littering was enforced as well as parking it would pay for itself

As previously commented- if the road is dirty and a mess then any other ideas are a waste of time. Start with a clean and tidy environment.

More trees to give whole road a more friendly feel and help the environment.

More seating

The pavements are wide, and probably the biggest opportunity. They must be kept clean and rubbish free

Christina's lights would be top of the list but the others are also a major priority

clear up fly tipping quickly.

N/A

More greenery/trees (drought resistant varieties)

Attractive lighting is not just for Christmas. Fairy lights are great all year round

Coherent plan to protect and maintain historic buildings to showcase the historic/Edwardian identity of the street. Greener streetscape

More regular council security patrols

Get rid of flytipping and challenge people dumping their household refuse on Annerley Road

More policing to deal with intimidating begging

Council and police are dailing Give the shops control of funding to tackle

The building owners need to be held accountable to maintaining the facades of the beautiful buildings

There is a homeless problem on hamlet court road - it makes the road feel unsafe, particularly as it gets darker

Revamp the pavements to ensure they are level with no potholes. Not tarmac. Specifically paving stones. And make a section pedestrianised (Canewdon Rd to St. John's Road).

Jet wash the pavements.

The pavements are so wide on Hamlet Court Road, there are plenty of opportunities for more green areas, be it pots with plants or trees or actual trees planted

Discourage anti social behaviour and people hanging around making it feel unsafe. More police as I've witnessed lots of shoplifting and my 5 year old daughter has witnessed it too. I'd rather walk further than shop there now.

More low maintenance greenery like new gardens around Kings Cross Station in London. More Trees. More Inviting around Railway Station. Bridge over railway is devoid of greenery and ugly.

Move beggars and alcoholic a on

Top of Hamlet Court Room - clean up the area that is frequented by by groups of drunken men

As previous about multiple drunk and homeless people

General cleanliness, and a light face lift would make the area more appealing and seem less dirty, especially for the side roads that join hamlet court. They can be quite messy and littered sometimes.

Stop the beggars and homeless sitting outside shops and next to cash machines

All of the above.

Begging is an issue

Na

N/a

Sort out the top of hamlet court road by car park

All the above!

NA

Manage anti social behaviour street drinkers & drug use

Remove the aggressive beggars, tramps, druggies and drunks

Green space opportunities.

I personally found it hard to rank the above as I think they are all of equal importance.

Chistmans lights we amazing. Likle blackpool

Warden patrols to make sure undesirables aren't causing trouble along the road or in the hcr car park

Actual bins for the flats in the area instead of bags with nowhere to put them which causes half the issues. Also a bit of a dream but restoration of heritage shop fronts!

What rank would you give to actions that should be taken for Better Marketing? (110 respondents)

Ranked	1 st	2 nd	3 rd	4 th	5 th	6 th
Promoted events	55 (50%)	20 (18.2%)	14 (12.7%)	12 (10.9%)	7 (6.4%)	2 (1.8%)
Banners and signage	6 (5.5%)	36 (32.7%)	24 (21.8%)	22 (20%)	16 (14.6%)	6 (5.5%)
Hamlet Court Road Website/App	10 (9.1%)	15 (13.6%)	30 (27.3%)	22 (20%)	15 (13.6%)	18 (16.3%)
Development of a Hamlet Court Road Brand	17 (15.5%)	15 (13.6%)	15 (13.6%)	28 (25.5%)	23 (20.9%)	12 (10.9%)
Hamlet Court Customer Loyalty Scheme	10 (9.1%)	12 (10.9%)	7 (6.4%)	9 (8.2%)	38 (34.6%)	34 (30.9%)
Social media, advertising/PR campaigns	12 (10.9%)	12 (10.9%)	20 (18.2%)	17 (15.5%)	11 (10%)	38 (34.6%)

Any other important Better Marketing comment? (public comments – 27 respondents)

Make better use of what's already in place such as the HCRS website rather than wasting more time & money on reinventing the wheel!

No

No

The vision of what HCR aspires to be needs to be promoted within all marketing ideas.

I think that the uniqueness of the shops on hamlet court road should be made more of a fuss of. Most of the businesses are independent and have beautiful old shop fronts.

Farmer's Market

No

N/A

Advertise in the oracle magazine & evening echo

Revised opening hours for shops to keep the road attractively busy during summer evenings

All of the initiatives are important

As someone that works in advertising I can say none of those ideas are a worthy investment. There needs to be something worthwhile to market first. Focus on social media.

Na

They need to do something with Havens. At the moment it feels like a mish mash of random classes, Events.

Give Hamlet Court Road a purpose.

I think HCR has a bad reputation for being unsafe. A campaign focusing on safety could be great

Stop gimmicks just clean up area and just improve area. Businesses will follow along with punters

No

Na

N/a

N/A

Better marketing won't help with a road that is full of charity shops, hair dressers and take-aways

An Echo /Leigh News column or page about HCR

More shops to be open

SCC need to get more involved with the marketing of HCR- include it when they promote shopping areas and initiatives in the Borough. Promote it on their visit southend websites (but first make it something that's worth visiting). Create local neighbourhood groups that are inclusive and well publicised. There is very little buy in from locals and businesses so support needs to come from SCC funding. Create a charity or CIO and then go for grants for an interactive digital heritage trail that will bring something new to the area.

Contemporary design of Hamlet Court Road branding to unite the shops. Spotlight the exciting businesses and entrepreneurs on the road through Instagram and Facebook - e. g 'Meet Heidi from Made You Look florist! Did you know she makes flowers for television shows? Opening hours are... ' etc, with an image. Hold an In Person event for the well-used HCR Facebook group every other month at Havens.

Regular public events like Harmony would be nice.

What rank would you give to actions that should be taken for Better Safety? (103 respondents)

Ranked	1 st	2 nd	3 rd	4 th	5 th
Additional visible uniformed presence	56 (54.4%)	24 (23.3%)	15 (14.6%)	5 (4.9%)	3 (2.9%)
Crime reduction initiatives	25 (24.3%)	50 (48.5%)	16 (15.5%)	10 (9.7%)	2 (1.9%)
Businesses to take more initiative with shared communication	9 (8.7%)	12 (11.7%)	43 (41.8)	22 (21.4%)	17 (16.5%)
Improved lighting	10 (9.7%)	9 (8.7%)	15 (14.6%)	54 (52.4%)	15 (14.6%)
Child/Elderly Safe scheme	3 (2.9%)	8 (7.8%)	14 (13.6%)	12 (11.6%)	66 (64.1%)

Any other important Better Safety comment? (public comments – 37 respondents)

No

More police to arrest beggars. Include banning orders.

Removal of benches and toilets on HCR car park as this attracts unsavoury people (anti social behaviour)

The undesirable element who frequent HCR need to be removed. Proper policing, making it a place the beggars etc avoid.

Remove the central reservation between the Mile and a Third and Dutton Court Road. It serves no purpose other than cars that park there get a ticket. The signage is so small no one notices it. It's a money making scheme

I live locally and one of the main reasons I don't shop/ go out at hamlet court road, is that I don't feel safe.

N/A

Reduce alcohol sales in the area of cheap wine etc in shops like savers and also pubs known to sell alcohol cheaply

More people in the area for more of the time makes an area less attractive for n'er-do-wells

Remove the drunks from the car park

More police / get rid of council interference

I fear that people are just going to get vilified, there's already people talking about the "homeless beggars" and how they "bring down the area", it's really dehumanising. I'd like to see better initiatives aimed at helping these people and getting to the root cause of the problem.

We need to see data before making these recommendations otherwise it's pointless

More police presence and a ban on loitering in doorways

Police presence is essential. It will deter shoplifters, e.g. Boots do not have any stock on shelves as shoplifters take everything. Also removal of homeless as having so many around outside the shops deter customers from entering shops.

The top car park and toilet area needs a better purpose. Cafe and park .

Much better lighting needed on the bridge, it is too dark and doesn't feel safe, stops people visiting Cliffs Pavilion and restaurants by train especially in months when it gets dark early

More police. It feels unsafe with lots of antisocial behavior and lots of people hanging around drinking.

Zero tolerance to anti social behaviour.

security officers with linked communication

Won't use top car park or toilets due to drunk group /homeless

Stop the gathering of street drinkers and drug users on the corner of Hamlet Court Road by the car park. Beggars outside shops and next to cash machines.

Lighting on side streets is appalling especially with so many trees, uneven pavement and fly tipping.

Na

N/a

Stop the drug dealers

na

There is always people drinking and taking drugs in the carpark at the top of the road. It is extremely off putting.

Remove the aggressive beggars, tramps, druggies and drunks

Protection by police/signage near cashpoints. People do not feel safe using them when there are people begging or street drinkers close by

It is so dangerous around here. Regularly see people shoplift, we have fake and real beggars, the fake ones are very abusive, etc. we have a massive issue with drug users and drug dealers which doesn't seem to be taken seriously enough by the council or police. It isn't safe to go out in hamlet court road as a woman on your own unless you are feeling brave.

Too many homeless and drug users making it scary and unsafe

We need someone who help people cross the road.

People don't come to hcr because of the harassment faced from the undesirables. A police or private security presence would deter this

Stop the beggars, drunks & druggies congregating

Use Instagram and Facebook to share wholesome images of people in the road and what they come to HCR for. Spread safety in images and change perception.

Too many beggars and people hanging around HCR late at night. Walking home from the train station is scary!

If a Street Market is introduced rank the type of market?

(104 respondents)

	Ranked	1st	2nd	3rd	4th	5th
General		29 (27.9%)	23 (22.1%)	28 (26.9%)	18 (17.3%)	6 (5.8%)
Flea/Vintage/Antique		34 (32.7%)	31 (29.8%)	30 (28.9%)	7 (1.9%)	2 (1.9%)
Food/Drink		37 (35.6%)	46 (44.2%)	15 (14.4%)	4 (3.9%)	2 (1.9%)
Clothing		0 (0%)	3 (2.9%)	25 (24%)	62 (60%)	14 (13.5%)
Other		4 (3.9%)	1 (1%)	6 (5.8%)	13 (12.5%)	80 (76.9%)

If a Street Market is introduced what should be the frequency?

Weekly	12 (10.8%)
Fortnightly	49 (44.1%)
Monthly	48 (43.2%)
Two Monthly	2 (1.8%)

If a Street Market is introduced what day of the week is best?

Friday	12 (10.8%)
Saturday	49 (44.1%)
Sunday	48 (43.2%)
Other weekday	2 (1.8%)

Any other Market comment (public comments - 48 respondents)

Monitor stalls carefully to prevent current businesses being jeopardised.

Nil

I support a market environment, especially towards the Bottom of Hamlet Court Road where the road itself is very wide

Hamlet Court Road in Harmony is a great Initiative but the stalls present are not what we should be aiming for for a street market - there would need to be careful consideration to ensure it's success through high quality stalls. Either weekend day would be good.

Although I agree with the principle the market should be for the local traders only and not those not operating outside hcr

I needs to complement the road and the traders, not compete with them.

How about a rolling order for the Market with Food&Drink one week, Antique another week, General another and so on?

High quality products; fresh produce, artisan, good street food. Think about who you're wanting to attract and market accordingly
Farmer's Market, we don't have one in the area

No

A market would be an amazing idea. An antique market would be lovely as there isn't really anything like this locally, so would bring people into the area.

I could only pick one day above, but I think either weekend day would work and encourage more people to the area. I don't think there are enough people working locally for it to work on a weekday

Craft market, Makers market, Artisan market,

Regular market on different days with a different focus. Christmas market would be great too

Vintage Cars/Bike shows Arts and Crafts Shows and Stands Music Festival Real ale and Wine Shows

focus on local crafts and communities

sat or sunday

Don't close the road as it decreases accessibility

Ensure local businesses can promote their goods

Make it something unique, food and drink, crafts, not the usual cheap tat and clothes we have in the high street. Plants and artisan bread are always popular in the high street market.

Make sure that the market isn't an exercise for the council to make money. Damage businesses by market undercutting the shops. The money generated from the market should go towards giving shops free business rates

I'm not really that interested in the idea of a street market, it's usually really cheap tat that gets sold and doesn't make a good impression. I'd much rather concentrate on the shops and cafes etc. that we already have... If we HAD to have a street market, to raise money, I'd say vintage or food would be best. But actually, I think the best thing about a street market is the road becoming pedestrianised for the day... So what might be a good idea is we pedestrianise the road and slow the existing shops to bring their goods out onto the street, and the cafes can create alfresco dining... But all just the existing vendors

We don't want a car boot / tat market or just a load of charities - sad, but true. It would need to be curated to ensure it is sustainable long-term and a desirable destination. I'd also suggest offering a performance slot for local talent

N/a

Famer's market, flower market, artisan bakery stands, cultural food markets e.g. Asian foods.

Fresh produce would be good

Rotate type of market fortnightly

Local sellers

Don't make it unreasonably expensive especially if selling food and drink. No one wants to go out and pay £6 for a hot choccie!! Make the event suit the local area and remember these are hard times we are living in, the vendors have to make money but it's no fun going to an overly priced market and spending a fortune, be mindful of families with young children too, perhaps include stalls for kiddies that aren't a rip off. Be community minded.

It needs to be specialist a to a certain 'standard' to encourage a higher look and feel to the area. South Street Eco Market is a good reference point/ idea

Farmers & artisan market

Handmade Jewellery, organic soaps and cosmetics, candles, home made bread/food, vegan food

It should represent all the various cultures that we have in the area. Be vibrant and aimed at all ages. Not something boring like French / German markets or the god awful pitsea market. Local traders should be invited to have stalls. There should be a variety of stalls selling plants, flowers, street food, vintage stuff antiques. Seats outside for coffee. A proper market that used to thrive in most towns years ago.

Support local businesses

Good food options like at borough market in London! Street food plus great fruit veg homemade sausage rolls, good bread, cheeses ...

Having a pop up market would incentivise people to visit hamlet court road more often especially if it's limited to fortnightly.

An eco market would be good.

Problem with parking as to where you put a market. No point if it means no parking !

Na

N/a

NA

And where is this going to go? And where are people going to park when there is no side street parking?

People will travel to Markets. The best day will depend on the type of market and what's on nearby. Where established markets have closed elsewhere is an opportunity to replace them!

It be nice to have market here

I think the area is lacking in street markets. An arts/craft Market or vintage or antiques market would create a new offering. SCC should offer some of the car park to help with attracting people if they think road closures cause chaos

A mixture of flea, vintage, art, food and small local businesses

Craft market - talk to Show Up Southend, Metal and Short Street for excellent local traders.

The option for volunteers and local organisations to advertise their services would be nice too. Such as SAVS volunteering and A Better Start Southend.

What type of Activities would interest you in the road? (public comments – 64 respondents)

Not an activity but I do lament the loss of the Greengrocer and the Fishmonger from HCR. For 14 years we have spent around £100 a week on fresh food plus a coffee/lunch afterwards. We now shop at Leigh for fresh produce from independent traders.

Marketing esp fruits

Not too sure to be honest

Events similar to HCR in Harmony Music/art festival

Market, music events

An official busking area would be good.

?

More boutique type shops and specialist eateries; less charity shops.

Antique shop.

Crafts, crystals, vintage, live music, real ale, a variety of restaurants and cafes, plant nurseries, make more of the sea view

May pole/ Morris dancers. Local dancers/street art/mixed religions/wheel of the year/Autumn Harvest/somethings all seasons and inclusive for everyone

More festivals like harmony. Shut off the Road quarterly and bring the community together with food stalls and music

Definitively Christmas lights and activities

Record/Vinyl fayre. Beer festival. Street food market . Plant fayre.
kids clubs, yoga, arts events, pop up bars/ restaurants

Street food market, family activities,

Shop of the week.

More cafe restaurants using pavements

Live music, pavement cafes, art trail, treasure hunt, festivals (beer, music, wine, cheese etc)

Anything to attract footfall.

street performances

More business to be involved in Hamlet Court Road

None - not my thing

Christmas markets and other markets

Demos, bikes/skateboards.. large bubble makers.. interactive things for children.. maybe people performing at the Cliffs could do walk around in costume to promote their shows... coffee vans.. a busker sing off... pop up shops... local dog shows... Norwich puppet company... temp water fountains... local college fashion shows... ask professional buskers and performers from London to come down for the day.. close the road to cars day and sit outside at cafes..

Art

Dog grooming place, parent and child cafes

Festivals run by the craftsman

Food Market

Hobby skills, craft, photography etc. And on a schedule that suits all types of people. I work during the day so I can't, for instance, join in any of the Haven activities. What might be nice would be if there were a budget for residents to run one-off workshops or talks on something they can do

We simply need better shops... Landlords to reduce rent for a 2 year period to encourage businesses.

Live music

Music

Music festival

Snooker club, gym, high end eateries (international foods), everyman cinema, Aldi, gastro pub. All dog friendly policies.

Food festivals. Vintage car events

Music, culture, learning, wildlife, environment

Food & drink Festivals, community events.

Street food

Art installations, Outside seating

Buskers, street artists doing funny portraits, street food stalls

Child friendly ones

specialist shops like chocolatiers, artisan bakeries, delicatessens etc.

Jewellery sellers, live music, silly games

Street market, music, open air events, community feel

Candle making Classes, educational workshops for children, pottery, clay making, pool table, table tennis, outside of work hours please

Apple bobbing

Art fairs, local business showcasing of their wares, networking opportunities for local businesses

Pop up markets, and community based events for the local people in the area. Something like a street food festival could be a good idea if the road is able to be closed, as it could be a similar event to something like Leigh lights where people from all local areas flock to join in the festivities/activities.

Family Christmas lights turn-on event like Leigh lights

Anything

Art trails and live music

Shows demonstrations acts bands community focused events

More actual shop

Street Art, busking. Pancake race. Art trail. Easter egg hunt. Eden Project Big Lunch

More community events for all ages. The Haven hub is amazing but is focused towards an older demographics. Realistically, to improve this area, new people need to be enticed to come to the area

Football

Heritage trail. Qr codes on buildings of interest that people can scan to find out more info. Victorian/Edwardian days. Markets. Victorian/Edwardian xmas festival or activities Displays on the changing local population of hcr

History of the area activities

I work in London so more evening events like poetry, lectures, open mics or evening working hubs in the cafes to write from

Live music, events on special occasions. Armed Forces Day event?

More uniform outdoor seating with cover, like The Hamlet benches and Madeira.

Anything Community based. Music. Arts and crafts. Anything children related 2-10yr olds Any freebies would be nice. A community dance. A day to showcase all the local charities and organisations and what they do to help the local community.

Events like Carnival, Lumocity & elephants included for HCR.

Any other comment to make? (public comments – 31 respondents)

Unless most HCR businesses engage with the various initiatives and make a real effort to keep their shops clean & tidy inside & out, nothing will change. The landlords (as businesses themselves) have a key role to play here.

Provide parking for near by residents around hamlet court road

No

We are disappointed that a night club has been allowed to open and the street has suddenly turned into a destination for late night drinking. This isn't the direction we think regeneration should go. It's all very well moaning in Sainsbury's but people need to speak up as it's only going to get worse.

I just want to see a thriving, very clean, nice, safe road with a mix of good independent shops and restaurants with some al fresco drinking and eating provision that welcomes people in, without the undesirable element that ruins things for everyone.

No

I feel HCR has so much potential and would be amazing to see in revived.

N/A

Following the meeting at the Cliff's Pavilion, I know Hamlet Court Road has the potential to be utterly amazing. Let's up the ante and get going with manageable place-making improvements as well as larger scale initiatives.

Restaurants to be encouraged to have outside seating

reduce HCR to 20mph zone, reduce parking to one side only to improve pedestrian space, keep HC council car park the current size, work with Arriva to introduce new bus line connecting lower HCR/Westcliff Station with Southend City Centre, Chalkwell and Leigh Broadway&Station

I love HCR and Westcliff. We need work on anti social behaviour and litter to ensure all feel safe.

Take into account everyone's views who are local, hcr businesses their comments on social media to see what locals want, not just the views of a few people on committees who have their own views.

The traffic is completely dominating the road. Not a pleasant place to be currently. A nice place to spend time in is not equatable to 'easy to access by car and pull up right outside' culture we currently pander to. Look at what other cities are doing - creating spaces for people to create communities, play, socialise, chat and spend money.

Southend council are a joke

Nopes

Don't focus on the wrong things... Try and think from the perspective of the people we want to come to Hamlet court road rather than from the perspective of Hamlet court road

In order for road to thrive the ridiculous no street parking must be abolished

Encouraging businesses to improve their signage / frontage

How to get tourist to get off at Westcliff and discover Hamlet Court Road? Poor connection with the seas front. The top carpark is a huge asset to get people travelling between Leigh and Thorpe Bay.

Thank you for co-ordinating I have seen the changes in HCR and it's going the right way.

Milton conservation society give zero help with planning issues. Has nobody that it refers people to for help. It puts people off conservation. Make it user friendly not a nightmare. It took me over a year to get planning permission to replace a roof and there was no help to provide useful advice. Southend planning were not helpful at all. I was a member of Hamlet Court Conservation and I felt very little inclusion. I had no news letters and although I tried to offer help I was pretty much ignored. I admire what they are trying to do and thank them for the selfless acts to help conserve the area but I never felt wanted or included despite my enthusiasm. Such a shame. *[MS comment. This is completely incorrect as Milton Society and its early formations as Milton Conservation Society and Hamlet Court Conservation Forum have always helped enquirers with comment and, for members, sometimes onsite assistance]*

Drawing skills, oil painting, learning a new language, healthy cooking classes, restaurants to sell street food, restaurants to hold cookery classes using their cultural dishes

Think a market is a great idea.

I think the new inclusion of parking permits has damaged local businesses as people aren't able to visit them as easily as before. Parking down hamlet court is usually very busy, as well as the car park at the top that's on london road. If people own cars, I feel that the idea of using public transport doesn't usually come to mind, or is passed on as it's quite expensive and time consuming to use.

Too many coffee shops, takeaways, cafes, charity shops down Hamlet Court Road. Needs to be more upmarket and similar to Leigh on Sea.

NA

The road is in really poor condition. Shop fronts are old and mismatched. There are no decent coffee shops or bakeries to visit and spend time in.

Hamlet Court Road is a great place to shop and eat and drink.

Excited by this initiative! HCR is so brilliant but undercelebrated. I'd like to help where I can.

I'm excited for this. Please email me at [*MS comment: email address given*] and I can add this to the SAVS newsletter to share it for you, if you wish.