

ST. BRELADE CHARACTER STUDY

“WHAT DO YOU LOVE ABOUT ST BRELADES BAY?” REPORT OF PHASE 1 PUBLIC ENGAGEMENT SEPTEMBER-OCTOBER 2020

November 2020

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1 INTRODUCTION

1.1 What was the aim of this phase of engagement?

- To raise awareness of the study to St Brelade and Jersey residents and St Brelade businesses and civic organisations.
- To understand what people from St Brelade and across the island value about St Brelade and the bay – why it's special, with a focus on understanding physical/place character.
- To feed into draft options for conserving the bay's character, which will form the basis of a second phase of engagement later in 2020 (and then feeding into the Island Plan review).

1.2 How was the engagement publicised?

- La Baguette parish newsletter: advert (reproduced overleaf) and article, distributed to 4,000 homes in the parish and [available on the Parish website](#).
- Local community organisations and their networks / social media (e.g. St Brelade's Bay Association, St Brelade's Parish, St Brelade Parishioners).
- BBC Radio Jersey, BBC TV Channel Islands and Jersey Evening Post following a media release.

1.3 How were people invited to engage?

For the three week period between 21 September and 16 October 2020, people could respond via the channels shown in the table below. Due to COVID-19, the primary channel for public response was an online survey, with alternatives for people not online.

<i>Method</i>	<i>Response rate</i>
Short online survey (see section 2)	499 responses
Youth activities via Pathways youth group, ages 11+ (see section 3)	18 young people
Contact with local businesses (see section 4)	14 conversations
Emails to address on advert overleaf (see section 5)	8 emails
Telephone calls to named contact on advert overleaf (see section 5)	1 phone call
Letters to freepost address on advert overleaf	0 letters

WHAT DO YOU LOVE ABOUT ST BRELADE'S BAY?

As part of the Island Plan Review process we want to understand what is special about the bay for you, so that we can conserve and enhance its character for future generations to enjoy.

Please tell us what you love about the bay by visiting gov.je/IslandPlan

If you can't get online or have any queries, please get in touch:

Tel: Nick Wright
07900 334110

Email: islandplan@gov.je
(ref: St. Brelade's Bay)

Write: St. Brelade's Bay,
Island Plan Review Team,
FREEPOST 5050,
19-21 Broad Street,
St Helier JE1 1AF



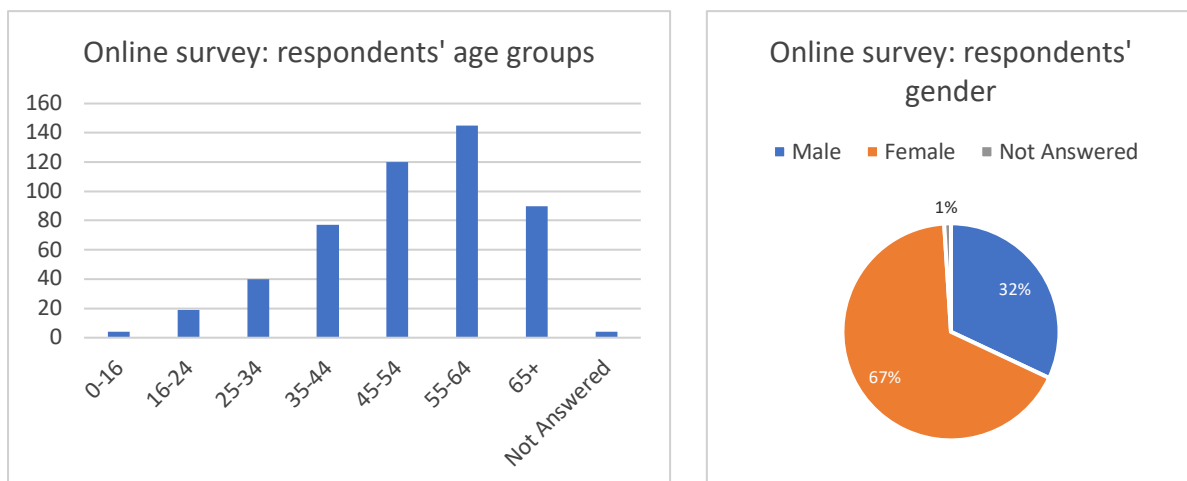
2 ONLINE SURVEY

The online survey was the primary channel for public response. It was deliberately made as simple and accessible as possible, with three primary questions:

1. What do you love about the bay? (mandatory question)
2. How has the bay changed over the last decade? (optional question)
3. What could be done to improve the bay for the future? (optional question)

The survey wording and questions can be seen in Appendix 1.

During the 3 week period that the survey was open, 499 responses were received. Demographic information requested at the end of the survey about respondents' age and gender is summarised below:



A few notes on the analysis methodology:

- The analysis of survey responses on subsequent pages is qualitative. This is a direct consequence of the decision to use open-ended survey questions (rather than multiple choice or yes/no questions, for example).
- Responses are analysed by the main issues raised, identified by the research team as they considered the responses. Since the analysis was qualitative, a different research team could have produced a different analysis. All original responses can be seen via Appendix 2.
- Although the analysis does contain numerical breakdowns of how many responses mentioned a particular issue, these are simply to indicate approximate relative strength of feeling. These figures should not be used for statistical analysis or as mandates for a particular course of action; that would be inappropriate and potentially misleading use of qualitative research outputs.

Notwithstanding these limitations, the survey has produced rich evidence for the character study, which we hope will also be of interest to residents and businesses in the bay and anyone responsible for decision-making related to the bay. We are very grateful to all those who took part.

2.1 What do you love about the bay?

This was the main survey question, specifically designed to be simple to answer whilst also providing valuable information for the study team. A response was required to proceed with the survey.

Subsidiary wording beneath the question stated:

“Please tell us what you like best about the bay. For example: where do you like to go? How do you get there? Do you have a favourite walk? Where do you like to visit when the sun is out? What’s your favourite view?”

499 responses were received. One response has been excluded as inappropriate, leaving 498 which have been analysed.

The responses are analysed on subsequent pages.

2.1.1 What activities do people love doing in the bay?



Walking	Along the beach, the promenade, towards Ouaisne or Beauport, through Churchill Park	224 mentions	45% of respondents
Swimming	Under the churchyard at high tide is a favourite spot	92 mentions	18% of respondents
Watersports	Paddleboarding most popular, followed by kayaking, also surfing, sailing & pier jumping	92 mentions	18% of respondents
Visiting cafes & restaurants	From takeaway coffees to romantic dinners	72 mentions	14% of respondents
Beach activities	Sandcastling, sunbathing, paddling, exploring the rocks, BBQs, picnics, rides	51 mentions	10% of respondents
Enjoying the view	On the beach, from the promenade, in the park, on the rocks, sitting on a bench	43 mentions	9% of respondents
Dog walking	Throughout the year, all weathers	33 mentions	7% of respondents
Community celebrations	Firework displays for wedding, bonfires	3 mentions	<1% of respondents
Fishing	From the pier	3 mentions	<1% of respondents

"I love St Brelade's Bay because it's beautiful and I have walked and swum there for 40 years with my children and dogs. Ever changing, invigorating and refreshing."

"Variety of activity directly accessible from the beach...cafes, kiosks, shops, restaurants, beach sports rentals."

"the high tides for swimming and the low tides for walking"

"I love the fact that you can have an expensive leisurely meal overlooking the bay or a simple sandwich and cup of tea and buy the children an ice cream."

2.1.2 Where do people love going in the bay?



Courtesy of wordle.net. Size of words is in direct proportion to number of mentions in table below.

Beach	The star of the show!	231 mentions	46% of respondents
Cafes, restaurants & hotels	Great variety of styles and prices (many people said they missed the Wayside)	180 mentions	36% of respondents
Parks & gardens	Especially Churchill Park, also the gardens next to Pizza Express and St Brelades Bay Hotel	102 mentions	20% of respondents
Ouaisne	Quieter than St Brelades, with nice walks along the beach or over Le Grouin and the common	102 mentions	20% of respondents
Church & churchyard	Church, churchyard and perquage – lots of personal connections	80 mentions	16% of respondents
Woodland	Churchill Park, Le Grouin and towards Ouaisne often mentioned	63 mentions	13% of respondents
Promenade	To walk or sit, with choice of places to have a drink or a meal	63 mentions	13% of respondents
Shops & watersports/ deckchair hire	Valued facilities for visitors, occasional mention of toilets and showers too	63 mentions	13% of respondents
Harbour & pier	Fishing boats and tractors, swimming at high tide, walking along the pier	54 mentions	11% of respondents
towards Beauport	Lovely paths and views of the bay	36 mentions	7% of respondents
Point Le Grouin	Cherished viewpoint and woodland	34 mentions	7% of respondents

“The variety from the fantastic beach, the restaurants and cafes, and the walk to Ouaisne.”

“Enjoying a pizza overlooking St Brelade Church lit at night.”

“The unspoilt Ouaisne end of the beach.”

“The grassy area next to Pizza Express.”

“The woods that bridge Ouaisne & St Brelade offer an alternative feel, the way the trees catch the light at dusk and dawn is something dreams are made of.”

“The best place to go swimming, is actually the far right hand side of Ouaisne Bay or the Pier side of St Brelade. For the clear water, you can actually see the fish swimming in the waves.”

2.1.3 What qualities of the bay do people love?



Courtesy of wordle.net. Size of words is in direct proportion to number of mentions in table below.

Natural beauty	Landscape, headlands, the sweep of the bay, the sea, rocks, trees, woodlands, sunrise & sunset	123 mentions	25% of respondents
Sand	Quality of the sand: soft, clean, golden, white	81 mentions	16% of respondents
Clean and well-kept	Beach, park and public spaces are seen as safe and well-kept	74 mentions	15% of respondents
Family friendly	Safe access to the beach and water, activities and amenities like cafes and watersports	73 mentions	15% of respondents
Water	Clear, warm, turquoise, sounds of the waves and lapping water, sunlight, evening reflections	59 mentions	12% of respondents
Parking	Easily available parking, close to the beach – especially in the winter when it’s free!	46 mentions	9% of respondents
Seasons and weather	Year-round enjoyment of the bay, summer and winter, whatever the weather	45 mentions	9% of respondents
People enjoying themselves	Whether doing watersports, out for a walk, or enjoying a meal or icecream	42 mentions	8% of respondents
Peaceful	Peace, calm and tranquillity – particularly towards Ouaisne and out of season	36 mentions	7% of respondents
Community feel	Relaxed and friendly community vibe, open and accessible to all, meeting friends	35 mentions	7% of respondents
Holiday atmosphere	Seaside resort, holiday feel	31 mentions	6% of respondents
Wildlife	Birds, squirrel, dolphins...	18 mentions	4% of respondents
Openness	The wide open spaces of the beach and bay	18 mentions	4% of respondents
History	Layers of history and heritage going back to ancient times, family memories and connections	15 mentions	3% of respondents
Charm	Picturesque around the church, eclectic mix of old and new – mixed views about new buildings	13 mentions	3% of respondents
Bus access	Ease of access by bus	9 mentions	2% of respondents

“The peace afforded by the chapel end of the bay, the facilities for family enjoyment in the middle of the bay and the way the area transitions into Ouaisne bay at low tide.”

“very fond of the balanced mix of older homes, hotels and small restaurants”

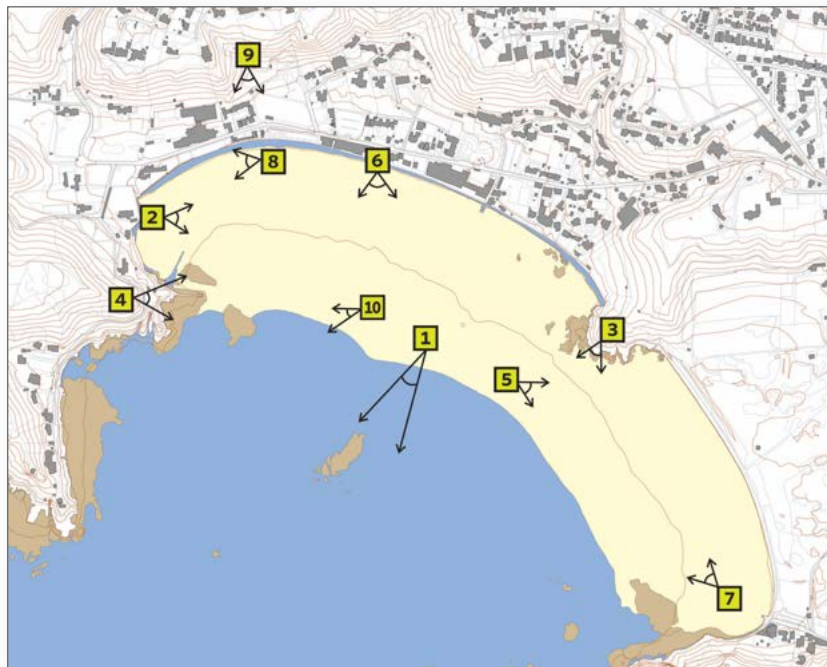
“a favourite for our family as a beach destination, with perfect sand, safe sea to play in and eateries near by”

“There is a real sense of community among bay users, whether swimming, walking, eating or simply relaxing.”

“I love the low rise cafes and restaurants that cater to all budgets, so everyone can enjoy an ice cream on the beach with their children, nephews, nieces or grandchildren, regardless of their income.”

“The bay should remain a space for all islanders with a holiday look and feel to it and should not be turned into a luxury post code.”

2.1.4 Where are people’s favourite views in the bay?



1	out to sea	22 mentions
2	from churchyard/pier	19 mentions
3	from Point Le Grouin	17 mentions
4	from Beauport paths across the bay	17 mentions
5	towards Ouaisne	16 mentions
6	from hotels/restaurants on the promenade	15 mentions
7	from Ouaisne across the bay	13 mentions
8	towards church/harbour	12 mentions
9	from Churchill Park	9 mentions
10	towards Beauport	8 mentions

2.2 How has the bay changed over the last decade?

This secondary question was split into two, asking people what had changed for the better, and for the worse. Response was optional.

2.2.1 What has changed for the better?



Courtesy of wordle.net. Size of words is in direct proportion to number of mentions in table below.

Cafes and restaurants	More choice, better quality	99 mentions	20% of respondents
Watersports and beach amenities	Availability of deckchairs, paddleboards, kayaks, disabled access to beach, benches etc	74 mentions	15% of respondents
Parks	Maintenance of Churchill Park in particular, also promenade gardens and paths	38 mentions	8% of respondents
Buildings	Tidying up rundown buildings, sensitive new waterfront restaurants	34 mentions	7% of respondents
Beach cleanliness	Removal of seaweed, raking the beach, bins	27 mentions	5% of respondents
Beach and water safety	Better lifeguard provision, ban on jetskis/ motorboats close to beach	22 mentions	4% of respondents
Bus and car access	Bus services, car parking	19 mentions	4% of respondents
Pedestrian safety	20mph speed limit, slower traffic	18 mentions	4% of respondents
Hotels	Investment in year-round offer and pitched roofs	14 mentions	3% of respondents
Less crowded	More space on the beach compared to the tourist heyday of yesteryear	11 mentions	2% of respondents
Community	Litter picks, action on planning, pubs less rowdy	5 mentions	1% of respondents

“Each year the bay seems to have more on offer.”

“More things to do ... paddleboards.. canoes ... etc ...nice restaurants open in the evening”

“more family oriented & possibly a little more upmarket”

“Most properties look more cared for”

“As a holiday beach it would be better if we still had it packed however it may now be more pleasant with less crowds”

“The beach is well kept in the summer, with the removal of seaweed and litter”

“Access to the beach for pushchairs and wheelchairs much better”

2.2.2 What has changed for the worse?



Luxury housing	Too many, too big, too boxy and unsympathetic to existing architecture and landscape – especially on the beachfront (replacing cafes, removing greenery, blocking views), also at Beauport headland and the escarpment skyline	355 mentions	71% of respondents
Loss of cafes and amenities	Replacement of beachfront cafes and businesses by housing in particular – e.g. the Wayside	174 mentions	35% of respondents
Anti-social behaviour	Litter, loud music, rowdy teenagers, dog fouling	53 mentions	11% of respondents
Maintenance	Derelict sites especially on the beachfront, rundown property, maintenance of public facilities	50 mentions	10% of respondents
Beach and promenade	More driving/parking on beach, fewer play facilities, too commercial	42 mentions	8% of respondents
Parking	Loss of parking, cost of parking	41 mentions	8% of respondents
Trees	Loss of trees	31 mentions	6% of respondents
Jetskis and motorboats	Noise, pollution and speed close to the beach	25 mentions	5% of respondents
Traffic	Speeding	12 mentions	2% of respondents
Planning	Poor decisions (including appeals)	11 mentions	2% of respondents
Busier	More crowded beach, promenade and restaurants	9 mentions	2% of respondents

“New houses totally out of character with the bay just big glass boxes awful”

“the Zanzibar site, those huge properties on Mont Gras D'eau and those new builds on Park Estate all standing out like sore thumbs as a much bigger footprint than the buildings they replaced”

“empty ginormous houses are useless if not lived in and kill a community”

“The foreshore walkway should not become the walled fortress of wealth. There should be access for all, not just at pinch points between over-large developments.”

“In recent years small discreet houses have been replaced by large gauche houses that only advertise wealth... They have changed the contours of the skyline and are trying to

push the bay into a position of privilege. Mature trees have been cut down for better views."

"It does feel like it's starting to just be private houses but to be fair if I could afford to I would also buy a patch of land there and build a massive house, it's the most beautiful spot in the world so I get it."

"The new buildings, made worse for the fact they've obliterated the special 'feel' of the bay. They're taking away the bay's soul, the friendly local industry and uniqueness of a special island and turning it into a modern eye sore with no feeling or respect for the place."

"Way too much residential property building and removal of hotels, bars and restaurants to accommodate them."

"The end of the promenade past L'Horizon hotel has become very residential, there is

nothing down that end that would attract visitors or make it easier/more pleasant for them to spent time."

"Loss of small local eateries. Zanzibar. Wayside. Losing all friendliness and fun. Flats for a few when used to be fun for thousands."

"The Bay should be full of bustling family friendly cafes, restaurants and bars, it's a beautiful beach and not a housing estate!"

"The mess, decay and lack of pride of many properties overlooking the promenade."

"Unauthorised parking on the beach - on a warm day at a weekend I counted 40 vehicles, most without permits."

"Jet skis disturb the peacefulness of this beautiful bay."

2.3 What could be done to improve the bay in the future?



Response was optional to the question “What could be done to improve the bay in the future?”. (Subsidiary wording: “What would you like to see and where? Please be as specific as you can.”) 469 responses were received. One response has been excluded as inappropriate, leaving 468.

Beachfront	Improve the beachfront for everyone to enjoy - a mix of amenities, facilities and activities; support for the visitor economy, especially small businesses; public spaces; pedestrian safety (more detailed breakdown overleaf)	299 mentions	64% of respondents
New development	Stricter management of new development, including luxury homes (particularly on the beachfront), scale, design, impacts on green backdrop and views (more detailed breakdown overleaf)	272 mentions	58% of respondents
Access to the bay	Improve parking, bus services, disabled access, cycling and walking routes	74 mentions	16% of respondents
Nature	Protect and enhance the green backdrop, trees, greenery and wildlife	70 mentions	15% of respondents
Maintenance	Improve tired buildings, walls, fences, public spaces, street furniture and derelict sites	44 mentions	9% of respondents
Water/beach safety	Better management of motorised vessels in the bay, parking/driving on the beach, pollution	41 mentions	9% of respondents
Anti-social behaviour	Tackle noise, litter, dog fouling, fires, outdoor parties and disorder	37 mentions	8% of respondents
Community-led planning	Listen to the local community more	9 mentions	2% of respondents
History	Protect & promote historical sites & buildings	8 mentions	2% of respondents
Light pollution	Reduce light pollution	3 mentions	1% of respondents

More detailed breakdowns of the two overwhelmingly most popular suggestions (the beachfront and new development) can be seen overleaf.

BEACHFRONT

64% of respondents (299 individuals) gave comments about improving the beachfront. The overwhelming sentiment was that it should be enhanced as a place for everyone to enjoy, not an exclusive residential area for a select few.

Respondents' suggestions for the beachfront are summarised in the table and graphic below:

Businesses and amenities	A balanced mix of cafes, bars and restaurants, particularly affordable family-friendly options Popups, kiosks, stalls, shops and outdoor cafés Support for the visitor economy, especially small businesses	129 mentions
Public facilities	Benches, bins, play areas, showers, disabled changing, more toilets, lighting, path improvements, information boards etc	61 mentions
Activities and events	Arts and music events, light shows, more windsurfing and watersports, beach sports, guided walks etc	35 mentions
Greenery and open space	More greenery and public space	24 mentions
Pedestrian safety	Less speeding traffic, safer road crossings	22 mentions
Harbour improvements	Make more of heritage, improve management	4 mentions

"Like to see the promenade above the beach maintained with small craft like businesses mixed with affordable cafes and more expensive restaurants...something for everyone"

"Stop allowing large residential development and allow small artisan shops to create more of a attractive year round resort"

"A market place where people could go and sell locally made crafts year round"

"Continued public pathway along the seafront with interesting shops, stalls, eateries"

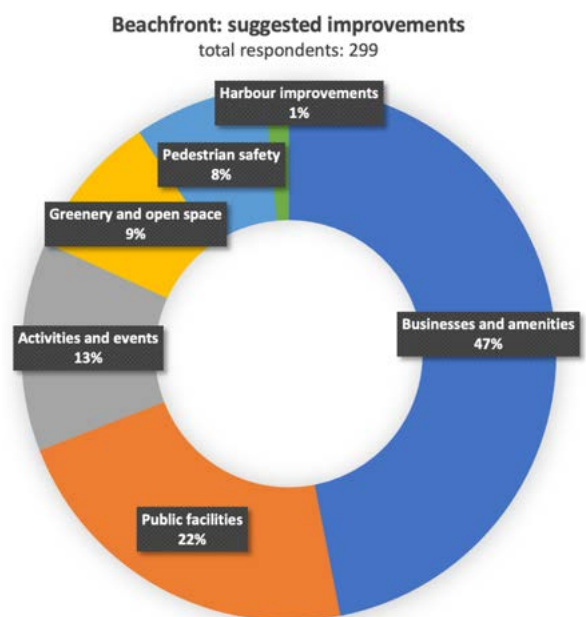
"community space for concerts, performances"

"attraction of some kind such as the Sandman who is at St Catherine"

"Funky life guard huts like Deauville ones to replace portacabins"

"another of the amazing polo matches that happened a few years back - that was so different for Jersey and fascinating to watch"

"Get it hustling and bustling. Support the water sports industry down there so that schools, youth clubs and special needs care can always be able to enjoy it. Fitness for the people."



"I'd like to see a refresh of the boardwalk. New railings, lighting and paving would give it a much needed touch-up."

"Local artists could be commissioned to design the space and landscape gardeners could compete to design the flora--a mini Chelsea Garden show"

"Protect what remaining amenities remain."

NEW DEVELOPMENT

58% of respondents (272 individuals) commented about new development. The overwhelming concern was new luxury housing; only 2 of the 272 respondents referred specifically to the need to control *non-residential* development. Respondents' detailed suggestions are summarised below:

No new development	Especially luxury homes	94 mentions
Size	No high rise, replacement houses are no bigger than before	79 mentions
Design	Sympathetic design rather than 'boxy' buildings, large glass walls etc	64 mentions
Not on beachfront	Avoid building on the beachfront, especially houses and flats	45 mentions
More new planting	New developments should contain more planting, especially trees	24 mentions
More eco-friendly	Architecture should be more eco-friendly (e.g. timber, low energy)	20 mentions
Not on the skyline	Avoid any more buildings breaching the skyline	11 mentions
Retain hotels	Prevent loss of hotels to residential development	10 mentions
Not on headlands	Avoid building on Beauport, Le Grouin and Portelet headlands	9 mentions
Mix of housing	Develop affordable homes for locals	8 mentions
Not on hillsides	Avoid building on hillsides/bluffs	6 mentions
Views of the sea	Protect views of the sea	4 mentions

"I would like to see less development, houses in particular"

Stop allowing property development and start developing for the benefit of the public using the beach and surrounding areas"

"Only low rise, low volume developments and no extension of buildings beyond the present footprint"

"No more ridiculous shoe box design properties that don't suit the area"

"like to see more modestly sized properties developed, with pitched roofs. Flat roof properties are very "blocky" and their mass overpowers. We need a consistent type of architecture in the bay, more traditionally Jersey in approach."

"more areas dedicated to nature, with the present flora and fauna being protected"

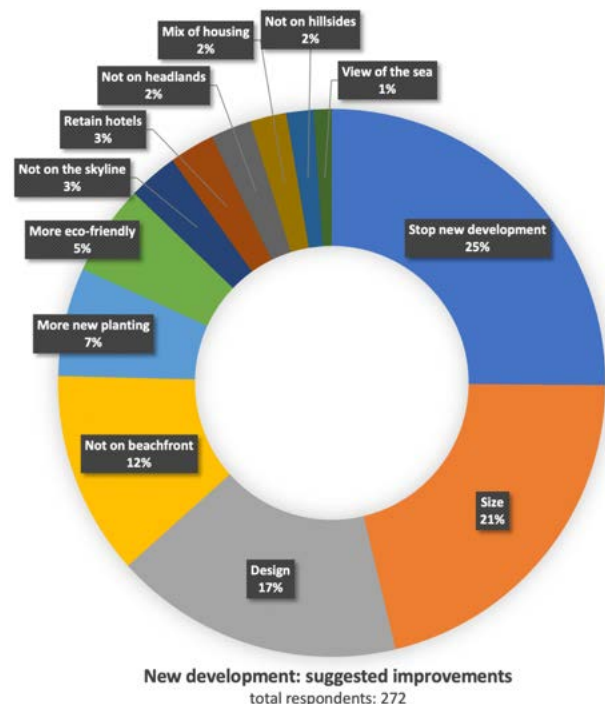
"There should be a more community and public focus when develops are planned here"

"stop any change of use from hotels & tourist facilities... to individual houses and flats"

"the level of development (and the fact that much of it prices the average local out of the

area) means it is at risk of losing alot of its charm and turning the bay into a luxury cul de sac with no charm"

"allow proportionate and sensitive development to 'smarten up' the bay particularly Hotel L'horizon, Beau Rivage and the Chinese Restaurant"



OTHER QUOTES IN RESPONSE TO 'WHAT COULD BE DONE TO IMPROVE THE BAY IN THE FUTURE?'

"I would like to see people in 100 years have the same enjoyment as we have now."

"I would develop some kind of shelter/platform area in the Winston Churchill Park for Acoustic outdoor performances. The rocky and waterfall area provide a natural acoustic chamber to project forward from. The area is too residential for louder music, but classical and light jazz in the summer could be amazing. With the large car park there, the gardens could also be the subject of a christmas light festival (see Kew garden's Light festival - incredible), with an amazing walk through the light show."

"floating wheelchairs and changing room for disabled children"

"Like to see water based sports and pastimes to continue"

"Think about more public transport / EV charging / ways to encourage greener travel"

"Keep a mix of housing and good spectrum of restaurants and activities"

"Invest in the properties and tidy them up. They look awful and very dirty and unloved."

"Allow development where poor quality houses or hotels are replaced with better design and environmentally friendly properties"

"The bay has an amazing history of smuggling, religion and general Jersey history. This is being lost apart from the Church and a little plaque. History stays, fashionable houses do not."

"The focus in such a beautiful bay should be enjoyment for all island residents & visitors with any development being restricted to business (hospitality) premises accessible to everyone rather than residential homes able to be enjoyed by the very few."

"ensure its always a place for everyone to enjoy not just those that can afford a house with a view"

3 YOUNG PEOPLE

Eighteen young people aged 11 and over, members of the local [Pathways](#) youth group, kindly gave offered their views of what they love about the bay. We are grateful for the group leader and the young people for taking the time to visit the bay and take photographs of things that they love about the bay.

Images of the young people's comments are shown on subsequent pages. Transcriptions of those comments are shown below:

"I live relatively close to St Brelades Bay (only a few minutes walk away) and love it due to its variety. For example, I enjoy the watersports provided like kayaking and paddle boarding. Additionally I like the pier because jumping off it is exhilarating. I also like the sounds of the waves/beach as it is like a sanctuary."

"St Brelades Bay to me is one of the wonders of Jersey, giving generations of people the ability to explore vast environment and all its wonders."

"I like the partially decayed wooden poles, I like how they get slowly submerged by the oncoming waves."

"I love the pier because me, my friends, and family like paddle boarding up to the pier and jumping off at high tide."

"Rocks"

"The sounds, the swash of the waves, the clatter of the seagulls. Listen. The sea is important, my favourite part, never ending, not knowing where it will take you. Keep it clean, keep it alive, we need to look after our environment."

"What I like about St Brelades Bay, that the water is usually calm so it's perfect to paddleboard. I also love the scenery and the sound of the crashing waves."

"I like the clear water and the range of fish that can be caught on the pier and the shore. I also enjoyed the clean sand and the heavily enjoy the beach activities."

"What I like about St Brelades Bay is the clear all the rock behind it – "Fisherman's" – because you can jump into the sea."

"Blow up the pier because it blocks surf"

"I like Pizza Express because the food tastes good"

"I love Jambo. The park is awesome. Keep the forest. Like the seawall."

"Churchill Park. The forest at the end of the bay. Pretty flower beds outside Pizza Express."

"The heritage of the bay, the bunker on the cliff and the remains of the castle illustrates how Jersey has grown."

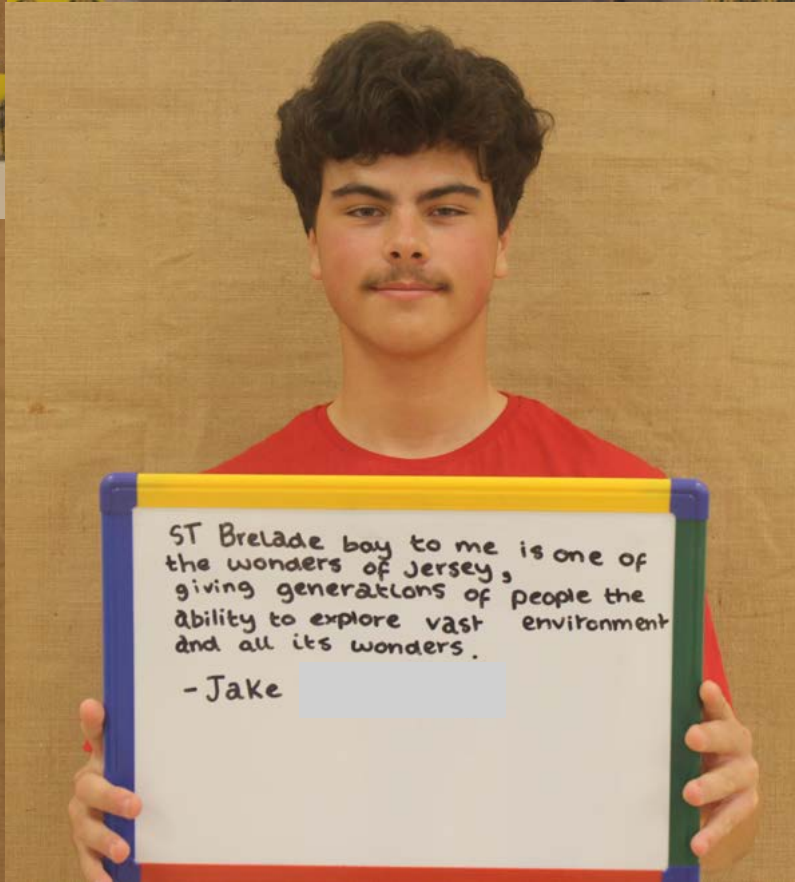
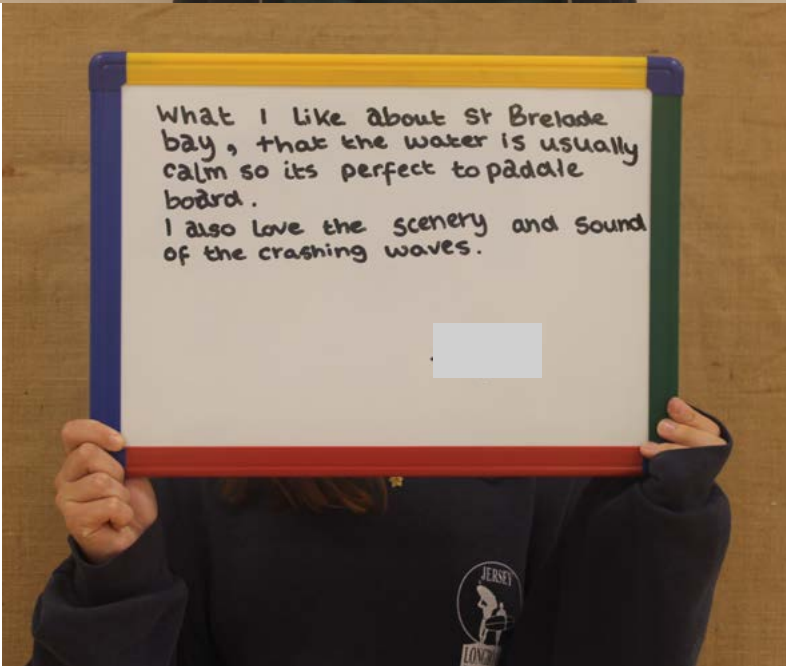
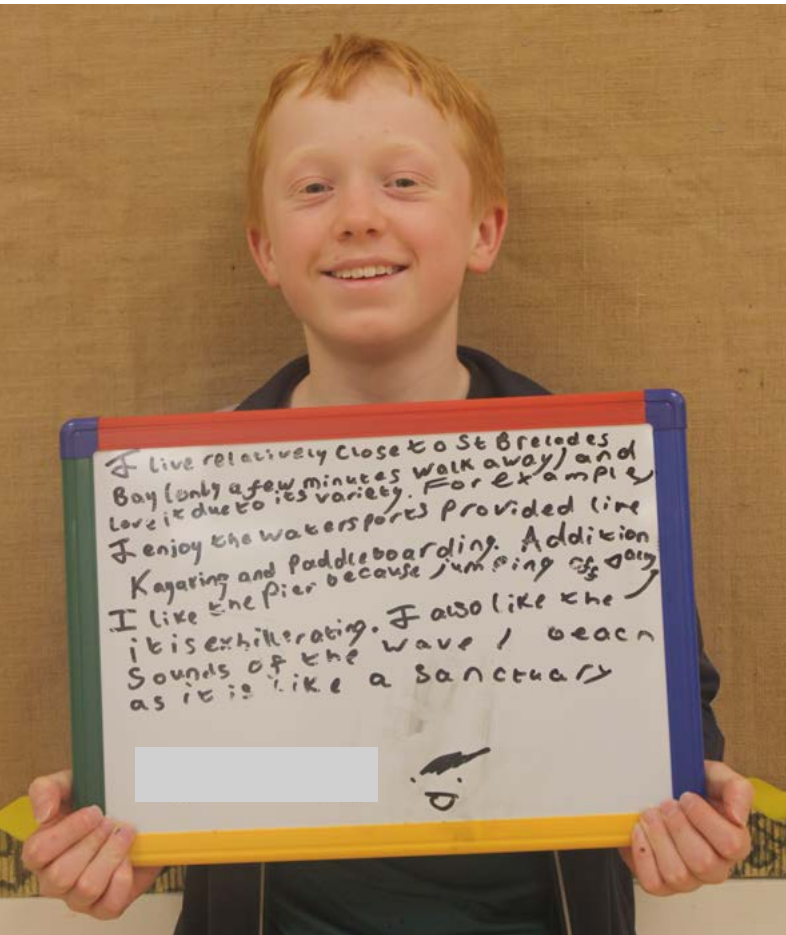
"I like the beach because of the watersports."

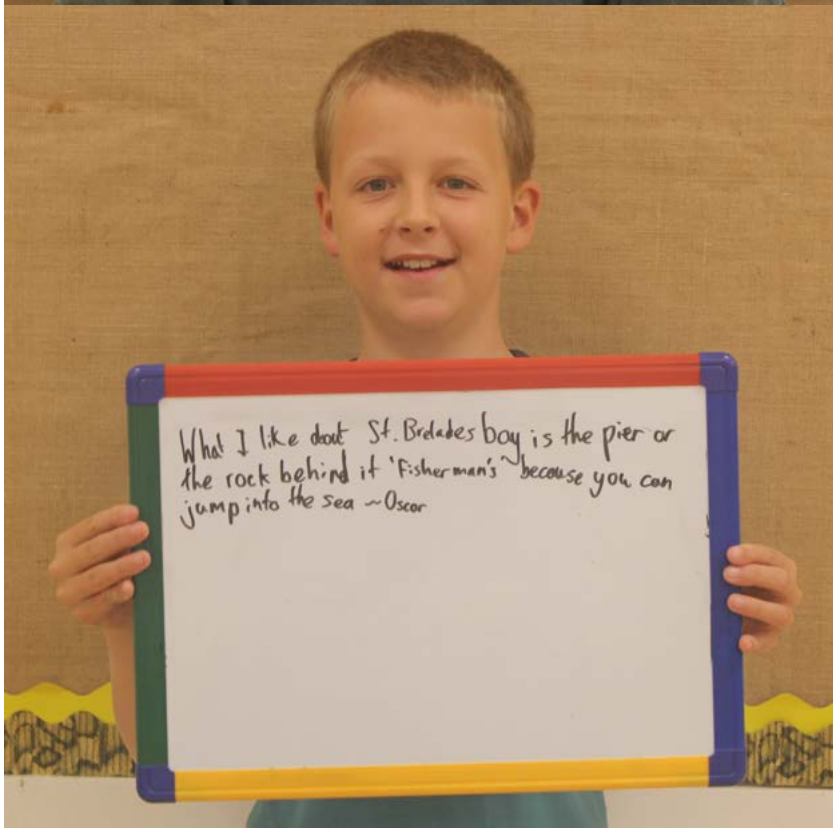
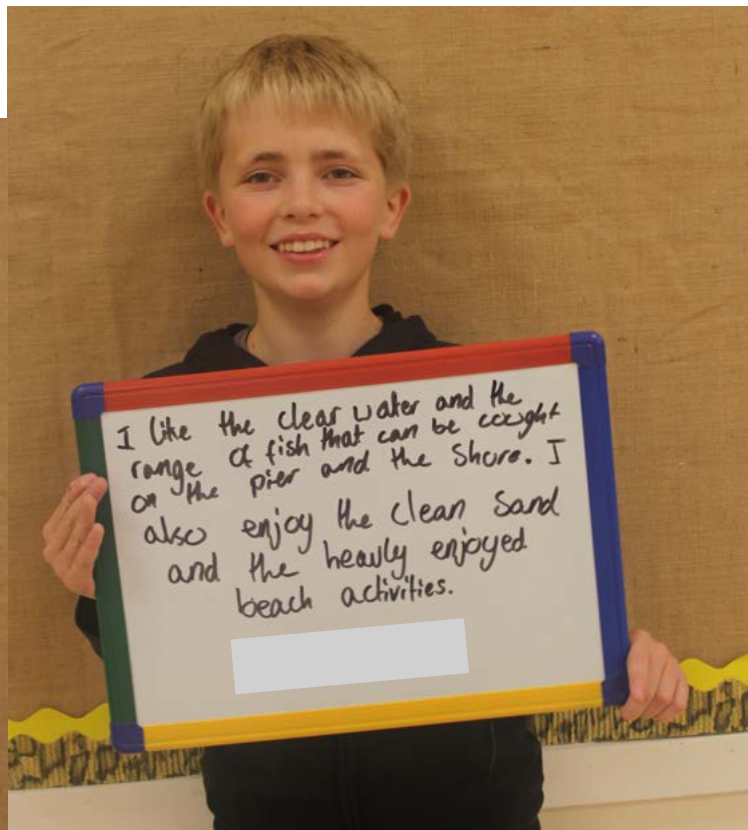
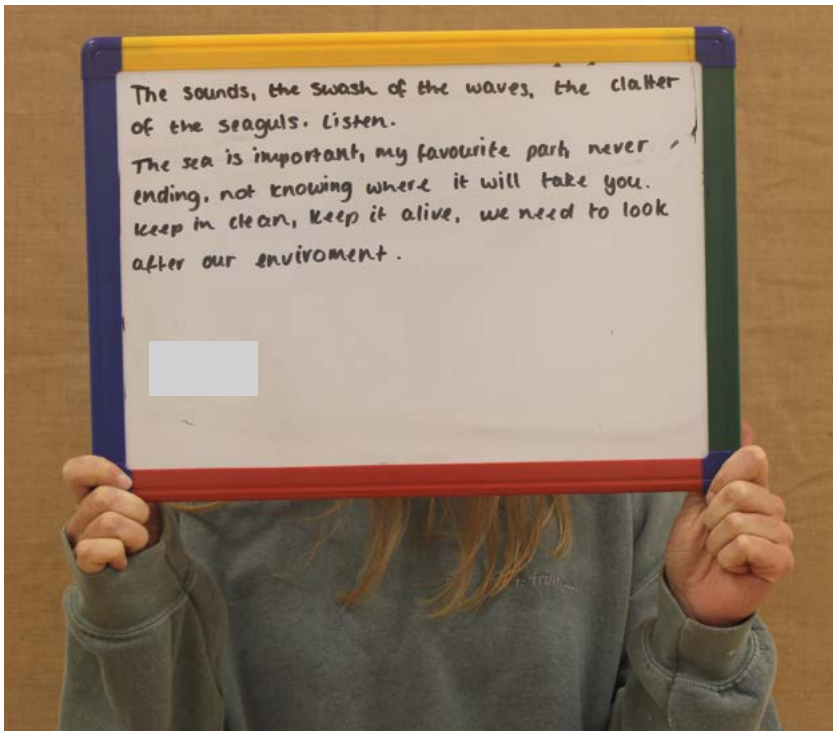
"I like Jambos and the forest."

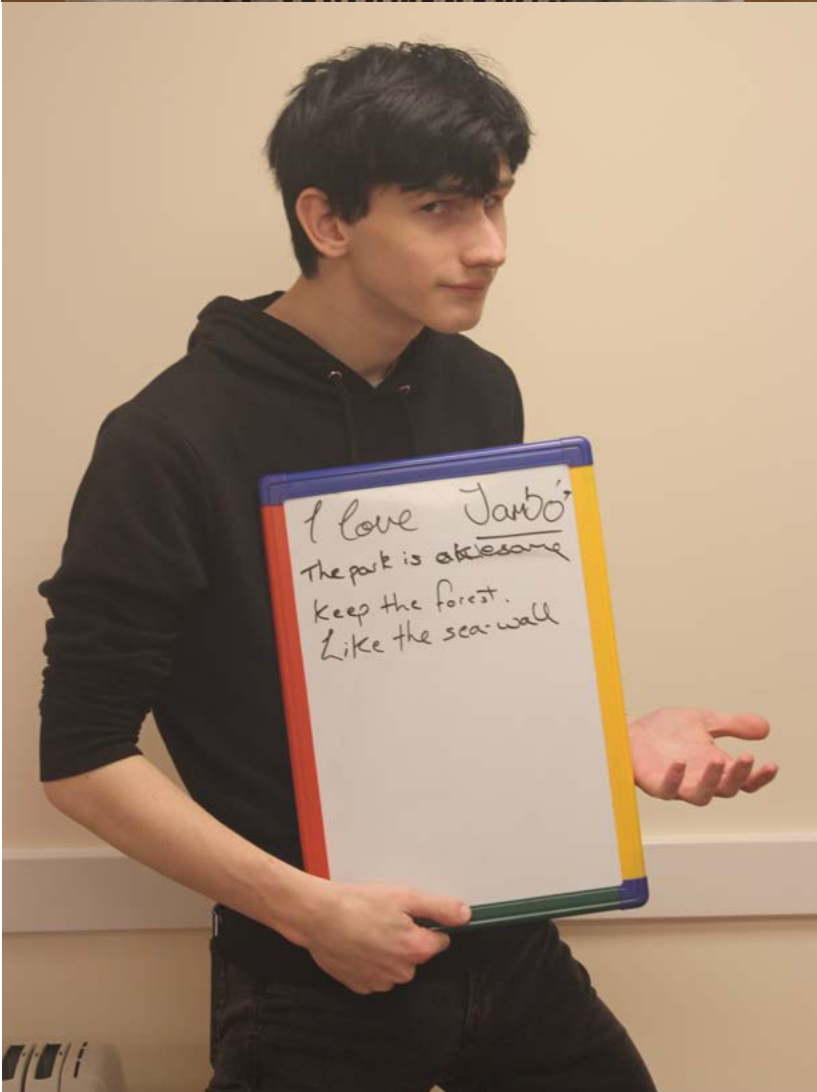
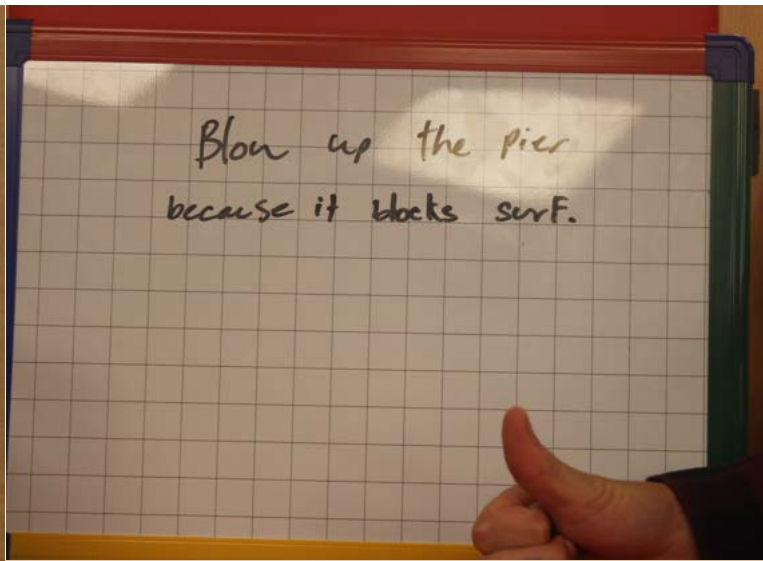
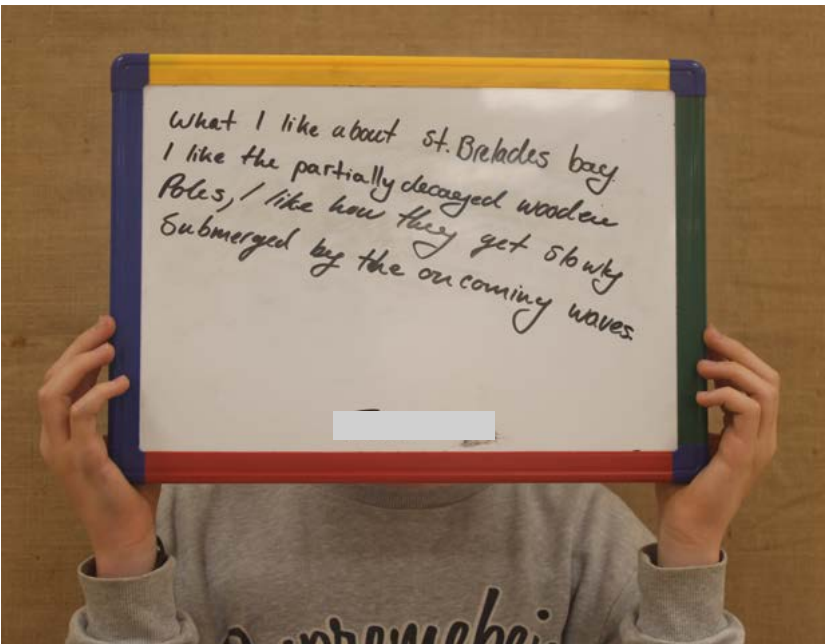
"I enjoy the beach because the water is calm meaning there is a lot of activities on offer: paddleboarding, sofa rides, swimming, pier jumping"

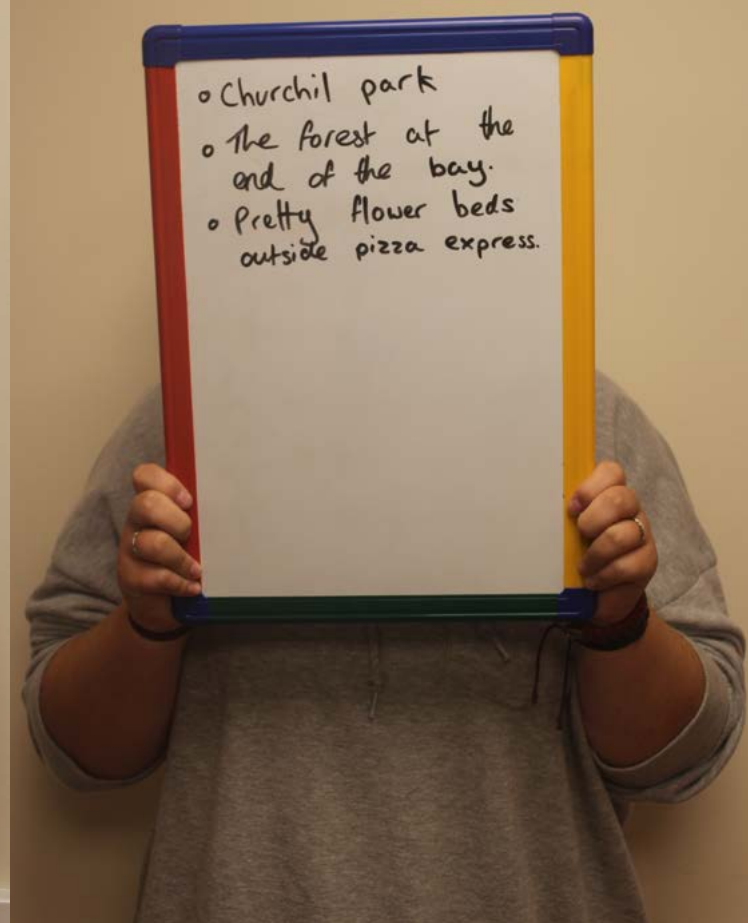
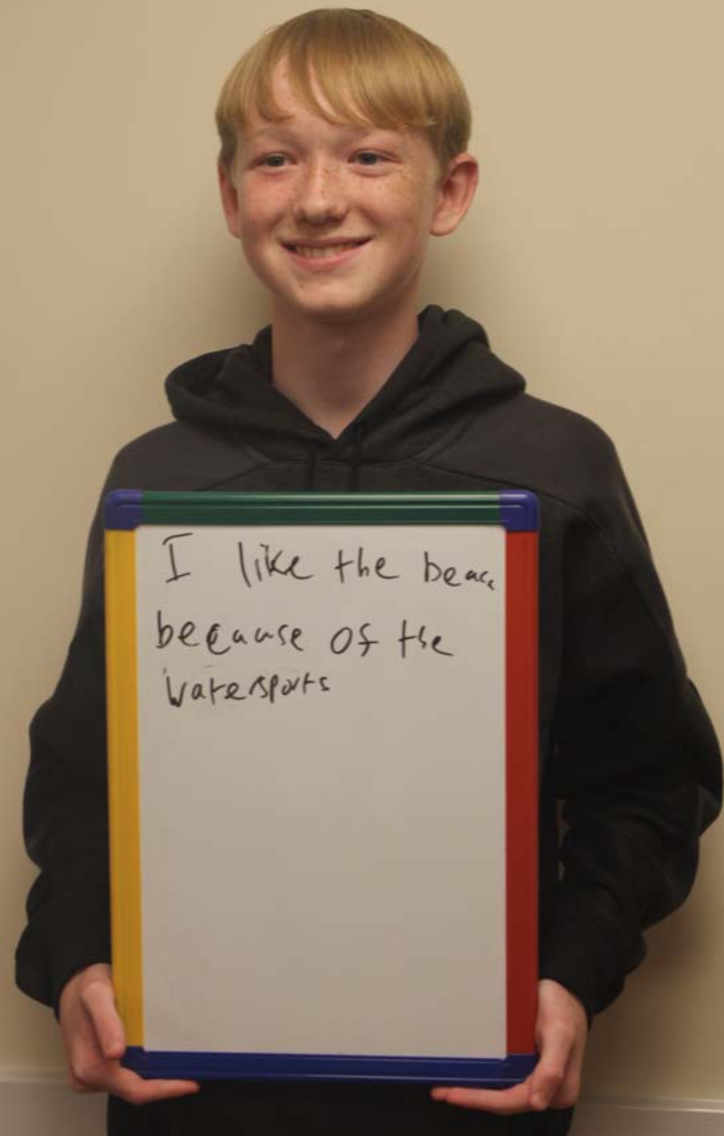
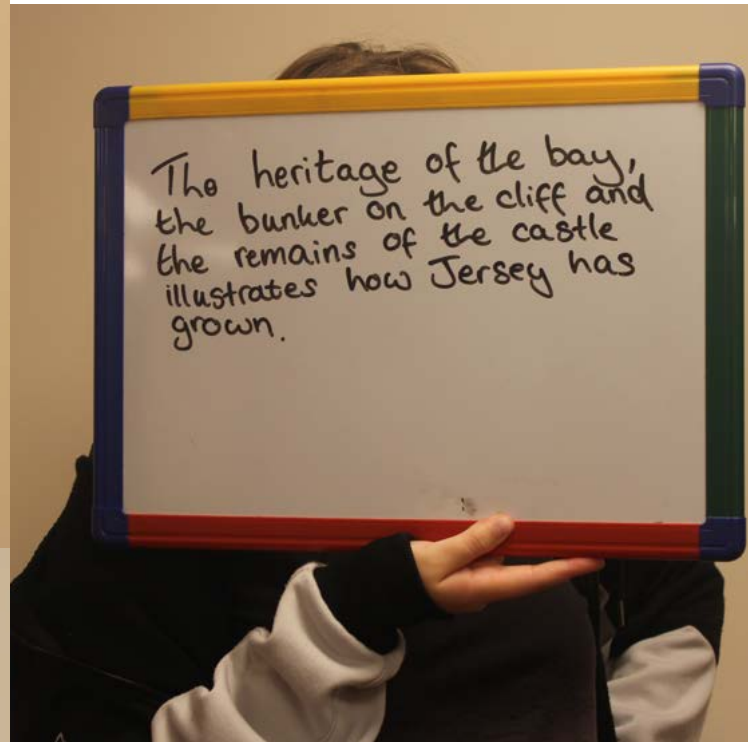
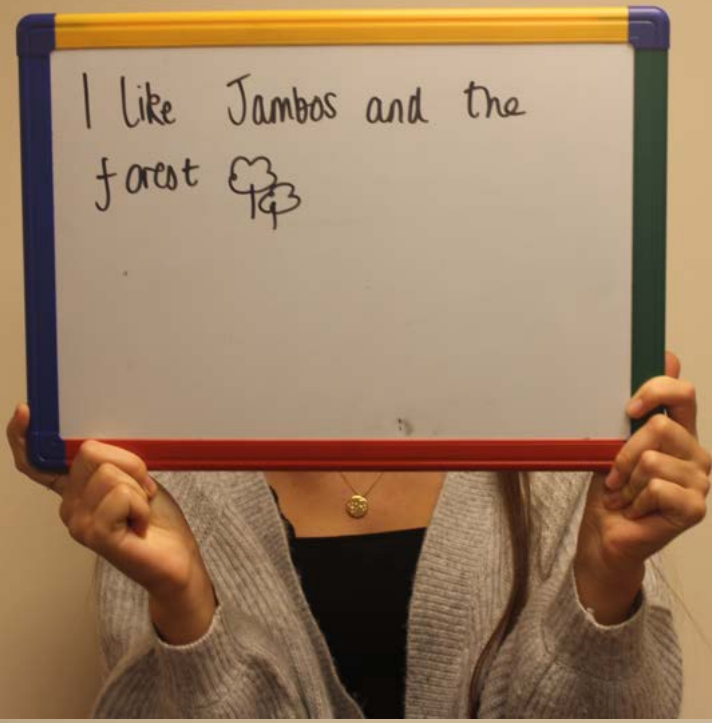
"I like Pizza Express and pier jumping and the water sports activities."

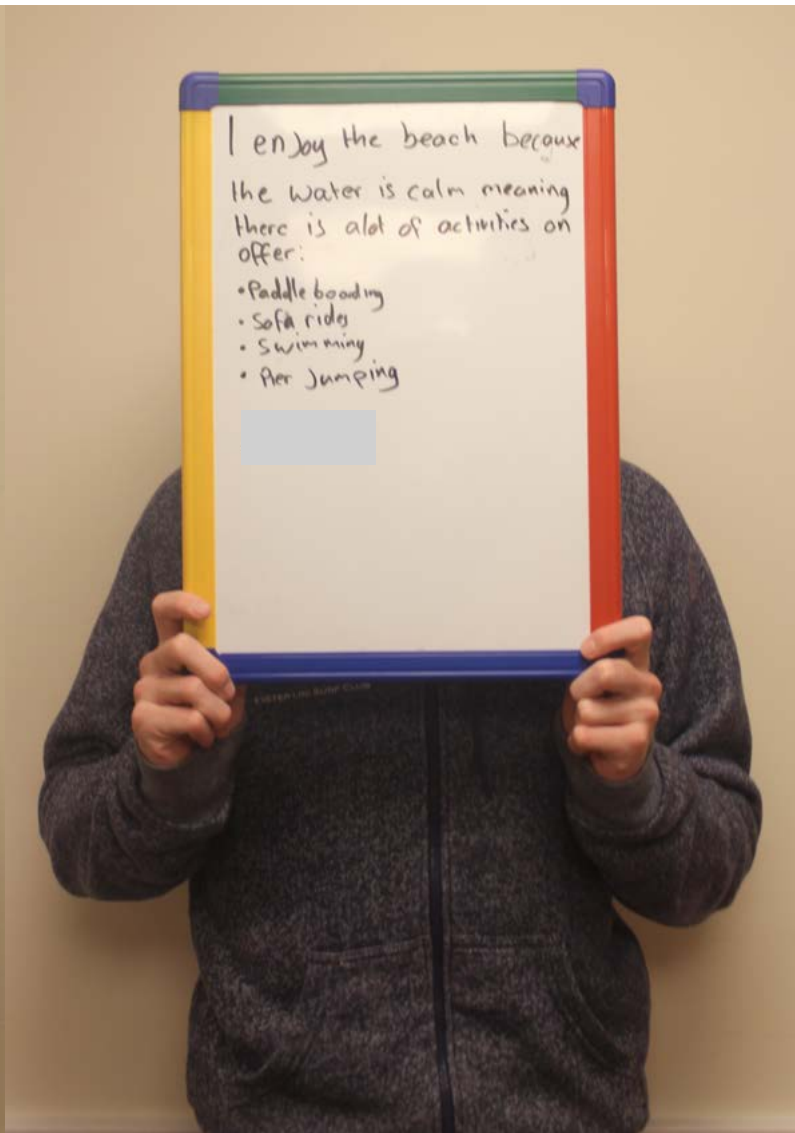
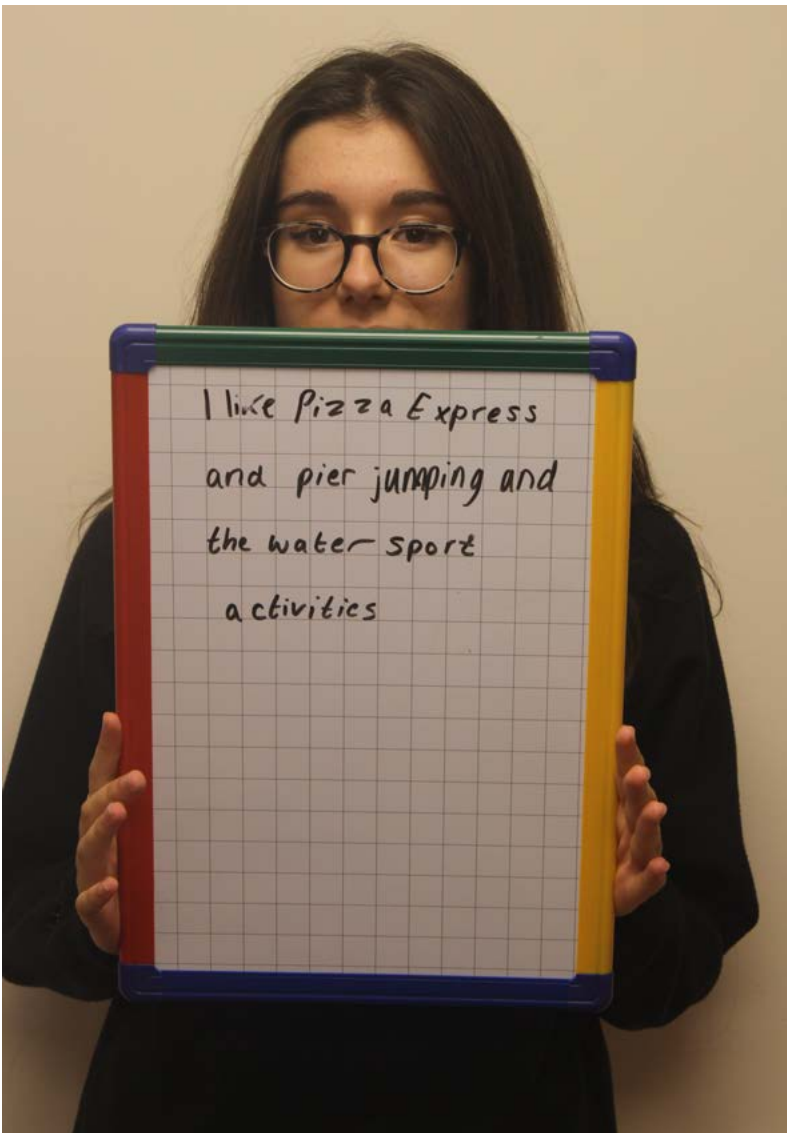
Images of young people and what they love about the bay











4 BUSINESS RESPONSES

All business premises in the bay were contacted by email and/or phone to explain the project, ask informally what their customers love about the bay, and what is important about the bay for them as a business.

Conversations subsequently took place with 14 of the 20 business premises in the bay (the other six were contacted at least twice but chose not to respond):

<i>Type of business</i>	<i>Responses</i>
Hotels / visitor accommodation	4 of 6 premises
Restaurants / cafes	6 of 9 premises
Watersports / beach concessions / shops	4 of 5 premises

In summary, recurring comments were:

1. Customers (and businesses) love the green backdrop, headlands, nature and beach – the bay is regarded as the jewel in Jersey’s crown, nationally and even internationally renowned.
2. Other aspects of the bay’s character: quirky feel, resort atmosphere, community vibe.
3. Different character in summer (bustling and busy, lots of beach activity) from winter (quieter).
4. The bay’s character is created as much by activities and atmosphere as it is by landscape and buildings.
5. The beach is central to the bay’s character: its expanse, activities (walking, swimming, watersports etc), the clean sand, the waves crashing and the water lapping, the headlands. A few comments were made about the need for better management of vehicles on the beach, especially unnecessary access by private vehicles.
6. The little things matter, for example:
 - Birdsong and wildlife.
 - The sound of the sea.
 - Glimpse views of the bay.
 - Maintenance of buildings and spaces.
 - Condition, design and location of street furniture and wheelie bins.
 - Design and height of private walls, gate and CCTV.
7. Most businesses said that the tourism offer needs to be supported or tourism businesses will continue to decline.
8. Who is the bay *for*? The overwhelming feeling was that it should be for the local community and visitors, not an elite or exclusive residential domain for the ultra-rich as it is increasingly becoming.

To respect the privacy of individual businesses, details are not reproduced in this report.

5 EMAIL AND TELEPHONE COMMENTS

Although the primary channel for the public comment was the online survey described in section 2 (above), people were also able to email, phone and write a letter (using the contact details in the advert, see page 2 above).

Eight email responses and 1 phone call were received.

The responses are reproduced anonymously in Appendix 3.

6 KEY MESSAGES

What do people love about St Brelade's Bay? The clear messages were that people of all ages love:

1. The beach: a much loved place of activity and natural beauty, arguably the best beach on the island – changing in character from the amenities of St Brelade to the more natural appeal of Ouaisne – and throughout the seasons, whether bustling with happy people on a sunny summer's day, or for walks and the peace and quiet of winter.
2. Natural beauty: the sweep of the bay and its setting of headlands and wooded green backdrop, changing through the seasons, with public access to the sea, beach, park, footpaths, woodlands and headlands.
3. Activities, facilities and amenities focussed on the beachfront: the range of cafes, restaurants and hotels, Churchill Park, the promenade, watersports and deckchair hire, relatively safe access to the beach and sea for children - all contribute to a relaxed, family-friendly community feel, open and accessible to everybody.
4. Picturesque charm, especially around the church and harbour.

Given the role of this study is to inform planning policy for the future of the bay, it is important to reflect that respondents indicate that the bay's character is defined as much by activities and atmosphere as it is by landscape and buildings.

What of the future? When asked what they would like to see and where, the main messages were:

1. Make the beachfront more attractive and accessible for everyone to enjoy, key points being:
 - encourage a balanced range of cafes, shops and amenities.
 - support the visitor economy (especially small local businesses and hotels).
 - organise more events and activities from arts and music performances to watersports and guided walks.
 - improve quality of public space and visitor facilities (play areas, toilets, changing facilities, access to the beach and so on).
 - reduce traffic hazards for pedestrians and cyclists.
 - tidy up buildings and public spaces.
 - make it easier to get there on foot, by bike, by bus and by car.
 - no houses or flats on the beachfront.
2. Far stronger control of new development, especially:
 - resist luxury housing – particularly the beachfront but also the headlands and skyline.
 - restrict footprint and height of replacement homes to what was there before.
 - ensure new buildings are of sympathetic design, scale, materials and "massing".
 - protect and enhance nature, greenery and tree planting.
 - retain visitor-related amenities and activities - especially along the beachfront.
3. Improve access to the bay, conserve nature, improve tired buildings and spaces, and address water/beach safety and anti-social behaviour.

The next stage of work is to develop draft proposals for conserving the character of the bay for future generations, which can turn in turn from the basis of planning policy in the next Island Plan.

APPENDIX 1

ONLINE SURVEY QUESTIONS

What do you love about St Brelade's Bay?

As part of the Island Plan review process, the team would like to hear your thoughts on the bay to help inform future planning policy.

Whether you live or work in St Brelade, or elsewhere on the island, telling us what you really value about the bay will help us understand its most valued characteristics and special views. This will enable us to work towards conserving and enhancing the area as a place for future generations to enjoy.

What do you love about the bay?

Please tell us what you like best about the bay. For example: where do you like to go? How do you get there? Do you have a favourite walk? Where do you like to visit when the sun is out? What's your favourite view?

I love....

How has the bay changed over the last decade? (optional question)

What has changed for the better? And for the worse?

Better....

Worse....

What could be done to improve the bay for the future? (optional question)

What would you like to see and where? Please be as specific as you can.

I would....

About you (optional questions)

How old are you?

0-16

16-24

25-34

35-44

45-54

55-64

65+

Which of the following describes how you think of yourself?

Female

Male

In another way

Thank you for completing this survey.

Keep up-to-date on the results and what happens next at www.gov.ie/islandplan during October and November.

APPENDIX 2

ONLINE SURVEY RESPONSES

The full online survey results can be viewed in PDF format by clicking on this link: bit.ly/3mAUzGG

APPENDIX 3

EMAIL AND TELEPHONE RESPONSES

During the survey period, 8 emails were received via the Island Plan email address (promoted on the advert shown on page 2) and 1 phone call (also on the advert). The emails are anonymously transcribed below together with a note of the phone call.

EMAIL 1

There are so many aspects of St. Brelade's Bay that make it special to me and everyone who is lucky enough to live in it, near it or visit it. I drive down Mt. Sohier most days and I love seeing the sweep of the bay. In all weathers it is stunningly beautiful. One gets a full view of the Bay, the Harbour and the parish church. If I have visitors, I will always take this route, as I drive towards the Biarritz Hotel, I slow down to show off one of the most beautiful beaches in Europe and the Bay never fails to impress.

Unlike Gorey, recent developments in the Bay have not been sympathetically designed, half finished rebuilds and renovations make it scruffy and the hideous monster homes on the horizon are totally out of keeping. This Bay deserves the very best of design and planning where all can enjoy all that the Bay has to offer. The Wayside development is yet another blur on the landscape and as far as I can see will ruin that breathtaking view.

EMAIL 2

We read in La Baguette that you are asking for thoughts on the Bay for the Island Plan.

We live above the Bay on the Park Estate and walk on the beach at least four or five times a week. We love the Bay but are dismayed about what has happened to it.

Ideally, the Bay would be a place for locals and tourists to enjoy the beach with thriving affordable reasonably priced cafes and places to meet with friends and family. While there is some of this the recent trend has been to replace these type of facilities with housing for the wealthy. I reference the hideous modernist property that replaced the Zanzibar and the new development taking place at the Wayside. Not only do these developments privatise the beach front but they reduce the parking available in the area and as a result we are now seeing increasing vehicle parking on the beach itself at the Wayside slip.

Despite the loss of the Wayside last year, a tragedy for the Bay, there is hope. The Flavour Bay cafe is a revelation but its footfall is so small it can only operate for a limited period. There is no room for wonderful community enterprises such as this. This year from early December till the beginning of March there was nowhere open in the Bay.

The views from the Bay are increasingly dominated by more and more ugly large modernist houses. They are beginning to dominate the skyline at Les Rousseau. We have them on the seaside of the Park Estate. I fear it is too late even if the Island Plan said 'no more'.

What would I like to see:

1. No more developers ruining the Bay and its skyline with oversize properties.
2. Space found for small community based cafes, serving coffee and reasonably priced food for locals and tourists.
3. No vehicle parking on the beach.
4. Making the Bay into a conservation zone with strict rules on development and priority given to people, families and tourists.

EMAIL 3

I love everything about St Brelade's Bay as it is.

Please do not make any changes, do not knock any building down and please do not build any (more) ugly-modern houses.

St Brelade's Bay is perfect as it is right now.

Any changes would definitely destroy it's tranquillity and it's unique character that we must keep for future generations. Please do not be responsible for losing it's charm - that would be a shame! Thank you.

EMAIL 4

I am concerned that any desire to maintain the bay as a "seaside resort" by planning regulation may have unintended consequences. For example, I am concerned that the reinstatement of the failed policy to prevent hotels leaving the industry may have a catastrophic impact on the livelihood of hoteliers. For example, a new planning restriction will instantly devalue a hotel, mortgages may be called in, future mortgages and loans may be impossible to gain.

While it is known that some of the hotel owners in the bay have deep pockets and thus perhaps be relaxed about a restrictive policy, nevertheless, I believe that anything that is restrictive will have a counterintuitive effect. For example, when this policy previously existed, the island saw a flurry of planning applications to change to apartments, not because they wished to but because they needed certainty to offer their bankers.

EMAIL 5

The beauty of the bay should be preserved at all costs.

Fortunately the wooded hills behind the bay have remained and hopefully will continue to be allowed to flourish and grow.

Allowing the development on the Wayside site was ill thought out. Public parking was lost plus a good beach cafe.

Please put our environment above the minority of development for the non islanders and their wealth.

EMAIL 6

I am Jersey born and have actually lived in St.Brelade's bay at one time.

It has quite broken my heart (and I am not alone), at what has been allowed to go on down there in the last 10 years.

I have attempted to fill in the survey 3 times, and it just comes back with oops there's a mistake.

But the biggest insult right this minute is that a photograph of St.Ouens Bay is pictured over the heading "What do you love about St. Brelades Bay?" Someone quite frankly, deserves sacking !!! Surely no responsible person living here could make that mistake ? *[NB: this is not the case. The image of St Ouen's Bay is the banner for the Government Consultation Hub webpage - the image attached to the St Brelade survey, further down that page, is of St Brelade's Bay]*

Is this another no doubt expensive survey run by people out of the island?

Do government not understand how upset and powerless people feel by this blatant disregard for their heritage and love of their land?!

EMAIL 7

I have been associated with a house in St Brelade that overlooks the bay since the early 1950s. At that time the parish was known as the 'English Parish' due to the fact that it was a haven for retiring colonialists and comfortably off but not excessively wealthy British families. Wealthy immigrants tended to patronise the country parishes where they could purchase already large houses with land. St Brelade's Bay was well known by tourists and during the summer the beach was saturated by what was described as 'the bucket and spade brigade', tourist families with limited means. It was not well visited by locals other than those that lived in and around the bay.

Cheap flights and holidays put paid to the volume of tourists who were given the opportunity to go further afield but the lack of them had little affect on the bay; the larger hotels still catered for the wealthier tourists, the smaller ones met the needs of the not so well off and the beachside strip of restaurants and gift shops continued to make a living.

At beach level very little appears to have changed in terms of building development (with some exceptions) and much of what has been built north of the bay road is softened by being below the skyline. The Churchill Park and the car park adjacent to it provide a very necessary development break that combined with the

proximity of the 'escarpment' has limited development generally and kept what has been built below the skyline – in most cases. In essence, the bay remains 'quaint' and with its smaller sibling Ouaisne, very little changed in character over the last 50 years.

That said there is a sense that 'quaint' could very quickly become 'brash' and disjointed. The development of the Zanzibar site has given us a glimpse of what the future might hold, and what is planned for the Wayside site will only add to that notion. The very large area from the Biarritz Hotel down to the new Dandara building is ripe for re-development as is the L'Horizon and the buildings adjacent to it. It is possible that the whole character of the existing seafront could be changed in a very short space of time. That change might well be influenced by the demand for large private dwellings at the expense of the amenities that currently meet the needs of tourists and locals alike.

The subject of the skyline to the north of the bay is also an area for discussion. The cliff top development at Portlet was widely condemned at the time but lessons don't appear to have been learned. There are a number of recent developments above the bay that not only breach and scar the skyline but have exaggerated their prominence through the indiscriminate felling of mature trees. The soft landscaping of the escarpment is of fundamental importance to the beauty of the bay and must be protected and enhanced without exception.

In summary, the bay is deserving of exceptional planning regulations in order that not only a proper balance between commercial and private needs is retained but also that the natural beauty of the bowl of the bay is maintained, enhanced and rigorously managed.

EMAIL 8

In our opinion St Brelade's Bay deserves the highest protection available. It has clearly been over developed in recent years and this must now stop. The huge properties being permitted in areas like Park Estate do nothing to improve the look of the bay. The massive development at the old Zanzibar site and the new development planned on the Wayside site are detrimental to the look and ethos of the bay. It will very soon become the sole playground of the rich and famous if steps are not taken to halt development. This is not progress but the wanton destruction of our heritage.

TELEPHONE CALL [summary]

The green backdrop is very important.

The skyline is very important - with Park Estate being the main area where it is being breached, which is sensitive because it's a built up area but the skyline can be clearly seen from the bay.

View of the bay from la Route de le Baie are important - until recent decisions, there were gaps between buildings with glimpse views through to the bay, but that has been eroded with recent decisions west of Midway Stores, where building have merged so there is now a wall of development, not punctuated by gaps - so closing off those glimpse views.

There needs to be more scrutiny of decision making - i.e. more levels for decisions to go through before sensitive planning permissions are granted. Things have to change, but extra protection is needed for the bay given its importance to Jersey.
